

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXIX.

NEW YORK, OCTOBER 13, 1909.

No. 2.

Just look at the price of wheat, corn, alfalfa, and the other products of Kansas soil and sunshine, and you'll understand why

—Kansas has bank deposits—per capita—that are exceeded by few states,

—And a per capita assessment for taxation exceeded by but one state. The

Topeka Daily Capital

is the one state newspaper in Kansas. The largest circulation in the state—33,000 daily. It reaches people whose trade you want.

Arthur Capper

Publisher.



81% of COMFORT'S Subscribers Make a Practice of Answering the Advertisements

as shown by tabulated returns of our recent canvass, which is one of the reasons why COMFORT is the best-paying all-round advertising medium and why

COMFORT'S Advertisers Bag the Big Game

SOME OTHER REASONS: Those who live on farms and in the small towns constitute two-thirds of the population of the U. S.; they live in families and most of them own their homes; least affected by the last panic, they are the most prosperous element of our population; large consumers with money to spend, they are the backbone of the world-famous home market of America; but living far from the larger markets they have formed the rapidly growing habit of shopping by mail.

Each month COMFORT goes to a million and a quarter of these homes in every State and Territory where it is eagerly read, advertisements and all, by every member of the family; to many it is their only periodical.

To get your share of their profitable patronage you have only to advertise in COMFORT.

Try Space in Anniversary Souvenir COMFORT for November

The keyed-ad. men use COMFORT because they know it pays.
November forms close October 15. Send through any reliable agency, or direct to

W. H. GANNETT, Pub., Inc.

NEW YORK OFFICE:
2106 Flatiron Bldg.

Augusta, Maine

CHICAGO OFFICE:
1635 Marquette Bldg.

WALTER E. JENKINS, Jr., Representative

FRANK H. THOMAS, Representative

proved conclusively that advertising, in its results, is neither ephemeral nor volatile, but, upon the contrary, as enduring and substantial as, if not more so than, any other form of salesmanship.

Probably the most important and virile force in commerce to-day is advertising; this will hardly be questioned—but well-grounded, aggressive and consistent effort (not dilettanteism) is required. Sporadic and tentative essays—a "dab" here and there—are not, in the modern professional sense, advertising at all. Unfortunately, this fact is not as well known or understood by many as it should be—hence the failures and disappointments.

EFFORT TO SUPPRESS "AMERICAN" MAGAZINE.

The recent announcement by the *American* magazine of a series of articles on "Barbarous Mexico" resulted in an effort to suppress the magazine. Several American newspapers have published the text of a telegram sent to President Taft by American residents of Mexico asking that he exclude the periodical from the mails, and it has also been reported that Diaz communicated with Taft on the subject. It is claimed that the articles are a libel on Mexico and will make relations between the two governments unpleasant. The first instalment appears in the October number, which has already been distributed.

Emil M. Scholz, circulation manager of the Philadelphia *Press*, has resigned his position on that paper, after four years' continuous service in that capacity.

The first issue of the new *Woman's Magazine* is out, and has made a particularly good impression. It contained fifty-six pages, eleven of which were in color, and the whole magazine was planned typographically and editorially in a way to do credit to the best publications. It carried a splendid volume of advertising, considerable of it from national publicity advertisers.

A concentrated effort to stimulate and organize the raisin trade is now being planned in California. A week or two ago a meeting of growers was held in the Fresno district, and T. C. White and W. R. Nutting presented plans calling for the formation of a \$1,000,000 corporation. Seventy thousand tons of raisins are to be moved this year, and it is hoped to increase the average price one cent per pound. The situation in the raisin field is rather queer, and it is feared that unless something is done \$5,000 tons or more will be carried over, as happened last year.

GILLAM STARTS A "TELEPHONE NEWSPAPER."

Manley M. Gillam, one of the Old Guard of advertising men in this country, formerly advertising manager for John Wanamaker, is at the head of the Telephone Newspaper Company of America, which was incorporated in New York state last week. The company, which has a capital stock of \$100,000, expects to begin furnishing subscribers within a year's time with news of general events, baseball games and other happenings of live interest directly by telephone to their homes.

The idea is new in this country but has met with considerable success in London, Paris, Vienna and Budapest. Mr. Gillam states that the "newspaper" will try to supply every branch of news and as an added inducement will furnish during the evenings, while the opera season is on, a vocal and instrumental musical service.

"BIBLE, DICTIONARY, AND PRINTERS' INK."

AURORA CORSET COMPANY.

AURORA, Sept. 27, 1909.

Editor of PRINTERS' INK:

The inclosed check is for a year's subscription to PRINTERS' INK, which I have failed to get from my news dealer during the entire month of September; so kindly include that month in the subscription.

Without my Bible, my dictionary, and my PRINTERS' INK, I am lost (and I confess the latter is read and applied more than the others), so please send me all of the September numbers, and thus help me find myself again.

May I subscribe myself a PRINTERS' INK enthusiast?

GEORGE L. LOUIS.

The Washburn-Crosby Company, now capitalized at \$3,600,000, has decided to increase its capital to \$6,000,000. A new concrete fire-proof elevator with a capacity of 700,000 bushels and the erection in New York of a model mill, together with other improvements, are the cause for increasing the capital. The company's capacity is now 42,400 barrels a day. With the building of the new mill here and the recent completion of the Buffalo mill, the Washburn-Crosby Company will make a still more vigorous fight for the flour trade of New York and vicinity, over which Pillsbury and Heckers have been battling so hard.

In Indiana the "wets" and "drys" have adopted the most progressive methods to win their campaigns. At Vincennes the "wets" used four columns of advertising, while the dry side started with quarter pages and also distributed many booklets. The entire available printing force in the town was not able to set up all the advertising which the "wets" offered the newspapers.

The Christmas Scribner's Magazine

¶ The best of everything of the year we save for our Christmas Number.

¶ This year it seems as though we had gotten together the best Christmas Number of all our years.

¶ The Christmas spirit of the number is supreme. Its art is Christmas, its stories and articles Christmas.

¶ Mr. Roosevelt's third African Hunting article "On Safari" surpasses anything he has ever written. In interest and style he reaches the highest point of his literary work.

¶ Thirty of the leading magazines and hundreds of daily newspapers throughout the country will display the announcement of the Christmas Scribner's.

¶ Sales will more than *double* any previous number.

¶ Advertising forms close November 5th.

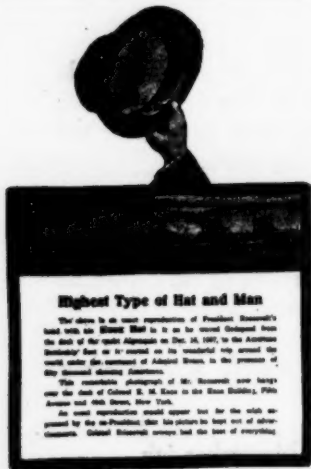
\$300 per page

CASHING IN ON ROOSEVELT'S PRESTIGE.

KNOX HATS, WINCHESTER RIFLES, BOOK PUBLISHERS, THEATRE MANAGERS AND SAFETY RAZOR MAKERS ADVERTISING THE USE OF THEIR GOODS BY ROOSEVELT—THE TESTIMONIAL VALUE OF GREAT NAMES.

About no man, probably, in American history has advertising concerned itself more actively than ex-President Roosevelt. He has probably induced more agate lines of advertising than any one else.

In the first place, competition has been keen, in the recent years since American manufacturers' advertising sense has been sharpened, to advertise the ex-President's use of merchandise of many kinds, during his incumbency in the White House. It was supposed, for instance, that he shaved with a Gillette Safety Razor, and strong efforts were made at one time to make use of this



Highest Type of Hat and Man

The above is an exact reproduction of President Roosevelt's head with the **WINDY HAT** is it as he would be depicted from the back of the head. Adopted on Dec. 24, 1907, in the American Secretary's office as a model for the modelled copy around the world under the name of **Adopted Head**, in the presence of the President's personal secretary.

This exact reproduction of Mr. Roosevelt's own image was the work of Colonel S. H. Knox in the Knox Building, 1908, Avenue and 40th Street, New York.

An exact reproduction could appear here for the whole amount for the ex-President, after his picture is kept out of advertisement. Colonel Roosevelt never had the best of everything.

fact. The Strenuous One, however, from the first, strongly objected whenever consulted about using his prestige to further an advertised product. Nevertheless, many overt uses have been made of his use or approval of merchandise.

Perhaps the one article in which the ex-President was most liberal with his advertising was books. The remarkable boost which his attention gave to Wagner's "The Simple Life," and Sinclair's "The Jungle," was worth many dollars in advertising. Many other books were furnished with a foreword by Mr. Roosevelt—an asset which frequently turned the balance of publishability in favor of the au-

WINCHESTER

"MY rifle was an Army Springfield, 30-calibre, stocked and sighted to suit myself, a Winchester 405, and a double-barrelled 500-450 Holland, a beautiful weapon presented to me by English friends. Kermi's battery was of the same type, except that instead of a Springfield he had another Winchester, shooting the army ammunition, and his double barrel was a Rigby."

WINCHESTER

Winchester Rifles and Winchester Ammunition are the invariable choice of experience-taught and discriminating big game hunters.

Sold everywhere Ask for
THE RED W BRAND

TRUTH WILL OUT

thor. Recently Zangwill's play, "The Melting Pot," has been widely advertised with posters giving Roosevelt's praise of it.

Most interesting, of course, was the activity of the firearm manufacturers, when he departed for Africa. At that time the Remington, Winchester and other makers all endeavored to give the impression that their goods were used by the mighty hunter. The Winchester people were justly indignant at the presumptions of other makers, knowing the truth; so they advertised "truth will out." Sure enough, it did in Roosevelt's first *Scribner* article.

The Knox hat makers are the latest to connect their goods with the name and fame of Roosevelt. They get around the matter of his objection to publicity most ingeniously, as the accompanying reproduction shows.

When you think of Philadelphia

remember:

The Bulletin



Independence Hall

goes every day into nearly every Philadelphia home—and there are over a quarter million of them.

"The Bulletin" is a strong factor in the home-life of Philadelphia. It is said that most Philadelphians welcome it in their home because it is the paper their wives and daughters and sons want to read; and it is the paper they want their wives and daughters and sons to read.

General advertisers best cover Philadelphia at one cost by using "The Bulletin."

NET PAID DAILY AVERAGE FOR SEPTEMBER

245,375 copies
a day

"The Bulletin" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

New York Office,
DAN A. CARROLL,
Tribune Building

Chicago Office
J. E. VERRILL,
Heyworth Building

WELL KNOWN ADVERTISING AGENCY MAKES AN ASSIGNMENT.

BIGGS, YOUNG, SHONE & COMPANY, INC., CLAIM THAT THIS ACTION WAS FORCED BY SUITS OF THREE NEW YORK NEWSPAPERS—L. B. PALMER, MANAGER OF THE A. N. P. A., DENIES THE TRUTH OF THIS STATEMENT.

The assignment of Biggs, Young, Shone & Co., the New York advertising agents, for the protection of all their creditors, was announced on October 6th. The assignee is William Holmes, manager of the New York *Press*, who will endeavor to adjust every claim satisfactorily, placing all creditors on an equal footing.

The following letter sent by Biggs, Young, Shone & Co. to the entire list of creditors, is the only statement made by the company's officers:

BIGGS, YOUNG, SHONE & CO., INC.
NEW YORK, Oct. 6, 1909.

Dear Sir.—It is with a great deal of regret that we have to report the action of three New York newspapers, viz.: the *Times*, *World* and *Journal*, in bringing suit against Messrs. Biggs, Young, Shone & Co., Inc., looking to the immediate settlement of their claims in full.

We had entered into an arrangement with Frank Seaman, Inc., to handle our business at cost, so that we could the more rapidly settle all claims against us in full. The Seaman Company is not liable for any of our indebtedness, but made a very reasonable arrangement to assist us in cleaning up our indebtedness through reducing overhead expenses.

If the suits instituted were to be settled now without regard to the standing of other creditors, there is every reason to believe that other similar suits would be crowded in and our assets wiped out to the exclusion of about three-quarters of our indebtedness; so in justice to all, we feel the only fair means to protect all creditors alike would be to make an assignment to a reputable trustee, and we have accordingly assigned in favor of William Holmes, manager of the New York *Press*, a creditor himself and experienced in commercial adjustments, to whom all creditors can look for fair and impartial treatment.

We are keenly regretful that we have not been afforded an opportunity to proceed and clear up all obligations in full, but are determined that there shall be no preference shown, which would enable some creditors to realize at the loss of others.

We appreciate your favors in the past

and only hope to be allowed to create future business as quickly as we may be permitted.

BIGGS, YOUNG, SHONE & CO., INC.

Mr. Palmer, the manager of the American Newspaper Publishers' Association, when questioned in regard to this letter, denied the truth of the statement. He explained that the action taken by the *Times*, the *World* and the *Journal* was merely a preliminary step which would lead to the appointment of a receiver or a trustee who would have in charge the conduct of the business until all liabilities were settled in full. Mr. Palmer further explained that no receiver could be asked for by any creditor until a judgment for a claim had been granted to that creditor. As soon as the judgment asked for in the case of the *Times*, *World* and *Journal* should be granted them it was then their purpose, acting for their own protection and also for the protection of all other creditors, to apply for a receiver in involuntary dissolution.

Mr. Palmer and the members of the A. N. P. A. appear to be perfectly satisfied with the selection of Mr. Holmes as the man who will have charge of settling the affairs of Biggs, Young, Shone & Co. In fact, Mr. Holmes has acted at the request of the A. N. P. A. in a number of similar cases. The hope is, however, expressed that instead of winding up the affairs of Biggs, Young, Shone & Co. immediately, some arrangement will be made by which Mr. Holmes will act as a trustee until the debts of this company have been paid in full.

It is understood that the entire matter in relation to Frank Seaman Co., Inc., and its connection with Biggs, Young, Shone & Co. is now in the hands of a committee of the A. N. P. A.

Assignee Holmes stated on October 11th that it was then impossible to make a definite statement of assets and liabilities. "As far as my action as assignee is concerned I propose to turn every available asset into cash in the bank, and shall carry the business as assignee during October."



HERE is always one by which the rest are measured. In the magazine world, that one has always been and is to-day THE CENTURY. Ask writers where their best productions are first offered; ask editors which magazine they would rather conduct; ask public men where articles carry most influence; ask artists where they would prefer to be represented; ask the public what magazine is the first choice among people of real influence, and the answer to each question is the same:

THE CENTURY.

Department Heads of the Home

THE modern home is truly a business organization. The husband provides the income. The wife directs the expenditure. Housewives who make an intelligent study of the requirements of a real home are buyers worth reaching. They are open to influence because they inquire constantly. This magazine reaches 300,000 homes of just such purchasers. There is no waste to this circulation.

Until December 1, \$250 a page.

GOOD HOUSEKEEPING M A G A Z I N E

The Phelps Publishing Company

New York

Springfield, Mass.

Chicago

HOW LEHN & FINK MAKE MAGAZINE ADVERTISING PAY FOR ITSELF.

A YEAR'S CAMPAIGN COST BALANCED
ON THE BOOKS BY TRADE INCREASE
—ADVERTISING RIVERIS TALCUM
POWDER TO MEN—RESPONSE FROM
ADVERTISING MONTHS AFTER ITS
APPEARANCE.

When Lehn & Fink, New York, started in two years ago to advertise Riveris talcum powder to the consumer, they determined to make their advertising pay for itself from the outset. The concern, which is one of the largest wholesale and manufacturing drug houses in the country, was making a profit of approximately \$20,000 a year from its talcum before general publicity was seriously thought of, and in deciding to go after a larger trade field with advertising, resolved not to cut into that profit.

What the big New York drug house set out to do has been accomplished as the result of two well-managed campaigns in a few of the leading monthlies and weeklies. A little less than \$50,000 has been spent in exploiting the talcum, and of this amount it is declared virtually every cent will have returned to the concern by January 1, 1910, through increased sales.

"Our advertising outlay during 1908 was about \$18,000," says William J. Gesell, advertising manager for Lehn & Fink. "Yet when we came to figure up at the end of the year we found our additional talcum business had just about paid the entire advertising bill.

"Naturally we were well satisfied. Our net profits from Riveris were still virtually what they were before our first ad was run and our advertising, therefore, might be said to have cost us nothing. If we had quit then and there, the business would have gone right on growing and we would have received a handsome return for our investment."

Magazines were the only mediums used for carrying the Lehn & Fink copy last year, the list being

limited to the *Ladies' Home Journal*, *Woman's Home Companion*, *Delineator*, *Munsey's*, *Saturday Evening Post* and *Collier's*. This season the same list has been used except that the *Associated Sunday Magazines* has taken the place of the *Woman's Home Companion*.

The total Riveris appropriation for 1909 is said to be about \$28,000, or approximately \$10,000 more than was spent a year ago. This additional \$10,000, according



The Best of the
Morning Bath
is the After-Use of
**Lehn & Fink's
Riveris Talcum**

It preserves the skin, closes wrinkles, smooths the face, softens the throat, and it will prevent excessive perspiration and keep the skin fresh and comfortable. Lehn & Fink's Riveris Talcum is far finer and more delicate than all other talcums available, and its advantages especially appear in the use on face, neck and arms.

Lehn & Fink's Riveris is the only talcum powder suitable for use with a perfume. It is the only one with the required richness and fragrance. Perfumes should always be applied to the face and neck with a puff, so as to insure a natural appearance of the skin.

It is also suitable for use on the face and neck, and it is the only talcum powder that is not only safe but also long-lasting. It is the only talcum powder that is not only safe but also long-lasting.

Send a Postcard for a Free Sample

To determine the superior quality and possessing of Lehn & Fink's Riveris Talcum Powder on all the most famous magazines in the world, and receive, without charge, a sample of the talcum powder, please send a postcard to the address below.

LEHN & FINK, 120 William Street, NEW YORK CITY

CURRENT MAGAZINE COPY.

to the advertising man, just about represents the increased profit due to the second season's advertising campaign. Practically all the extra allowance went for New York street-car space.

"Gradually, by spending the larger portion of our profits each year for more advertising space," says Mr. Gesell, "we believe we shall be able to build up a demand that will make our talcum business immensely more valuable than it was before we began to advertise. Considering the keen competition that exists to-day in the talcum field, we are confident that this conservative publicity plan is the one best calculated to

build up a permanent business.

"In my opinion magazines are the best mediums for exploiting such a commodity as a talcum powder. Lehn & Fink have a good general distribution and the magazine carries our story and presents it most effectively in every important community of the land. Most people likely to use a good talcum are magazine readers.

"One surprising thing disclosed by our advertising experience has been the power of the standard magazines to 'pull' inquiries long after the actual advertising has ceased to appear. In 1908 our final copy was printed in September and a tabulation of results made shortly afterward showed that we had received a total of 14,902 inquiries from the six mediums used.

"The close of the campaign, however, by no means meant a let-up in inquiries directly due to the ads. Requests for samples came to hand during the next few months in such a steady stream that by December 31st, when a second count was made, the inquiries reached a total of 16,442. This made a gain of 1,540 inquiries brought out by the magazines during the three or four months following the appearance of our final copy, and it reduced the cost per inquiry for the campaign from 93½ cents to a small fraction over 82 cents."

Early in 1908, it looked to Lehn & Fink as if the cost per inquiry from the magazines was going to prove abnormally high. To counteract this and to make sure of getting every possible advantage out of the advertising, the concern adopted the expedient of enclosing with every sample sent out in response to a direct inquiry a card to be filled in with the names of the magazine reader's friends who might be interested.

These cards came back in large numbers. To each person whose name appeared on them was also sent a sample and one of the cards to be filled in, exactly as in the first instance. Thus was established a species of "endless chain," through the medium of

which nearly 120,000 sample packages of Riveris were placed in households in every part of the United States.

A feature of the Riveris campaigns has been the effort to make the powder popular with men for use after shaving, etc. Some of the most striking copy has been designed especially to make men talcum devotees.

When Riveris was first put on the market in 1901, Lehn & Fink had no special idea of making it

The most at once, cool and refreshing after Lehn & Fink's Riveris Talcum Powder has been used. It keeps the skin cool and fresh, prevents eruptions, rashes, and itching and chafing.

Lehn & Fink's
Riveris
Talcum Powder

Write for Free Sample
We will send you a small quantity of a pure and refined talcum powder, which will keep the skin cool and fresh, prevent eruptions, rashes, and itching and chafing.

LEHN & FINK
120 N. WILSON STREET
NEW YORK

After the Morning Shave
Lehn & Fink's Riveris Talcum Powder allays irritation, prevents soreness and keeps the skin feeling fresh and cool all day. It is so fine and smooth that it blends into the skin without being visible.

Lehn & Fink's
Riveris

ADVERTISING TALCUM TO MEN.

a leader, according to Mr. Gesell. "There was a growing demand from retailers for a talcum which they could sell under their own label. We simply took advantage of the situation by compounding Riveris, which was the first talcum to introduce curative qualities, and selling it so the dealer could retail it at ten cents.

"In three years' time we had built up a very respectable trade, but it was not particularly profitable. We saw the possibilities, however, and concluded to go after the talcum field in a way that would bring really adequate returns. Accordingly, it was decided to give up the ten-cent pack-

age and put out in its place a large and attractive glass jar with a bronze top, to retail at twenty-five cents.

"At first the idea didn't take very well. Many of the dealers, we found, had been selling the smaller package at more than ten cents and doing well with it. Sales of the twenty-five cent goods were slow for a time, but eventually the business began to pick up and by the end of 1907 Riveris was on a good basis.

"Then it was determined to take up advertising. The success won through the regular trade channels made us feel that we could develop a much greater demand through advertising."

Lehn & Fink's satisfaction with their first venture into the general advertising field is demonstrated by the fact that they have just launched a \$40,000 magazine campaign in the interests of

Pebeco, a German dentifrice for which they have been the American agents for several years. The drug concern has already built up a prosperous business in the dentifrice through advertising to dentists and its regular sales organization but, as with its talcum, it is confident a vastly larger and more profitable demand can be built up by advertising to the consumer. The Pebeco campaign this year will be confined to general magazines. About eighteen mediums of established standing will be used.

To win converts for it the drug house sends out with every sample of paste, which is put up in tubes, several tiny litmus papers. These when taken into the mouth turn pink or purple if the mouth conditions are conducive to decay.

The George Batten Agency is responsible for the advertising of both Riveris and Pebeco.

¶ A liberal rate—a guaranteed circulation—acknowledged quality of contents—form a combination that is gaining the confidence of advertisers and their advisers for

THE METROPOLITAN MAGAZINE.

December forms close November 3rd.

The Gain of the Century!

THE CHICAGO EXAMINER

Leads the Newspapers of the World

2935.86 Columns GAIN

In Display Advertising in Nine Months.

This unparalleled record was made in regular daily issues, and not by special editions of any kind.

What Does This Mean?

What Does This Mean?

This gain means that advertisers recognize that **The Examiner's** enormous home circulation makes it the most profitable medium of the great Middle West.

Bear in Mind:

That **The Examiner's** *city* circulation, including its immense Carrier Home Delivery, is larger than that of all other Chicago morning papers combined.

Home Circulation Counts



A few days ago McClure's Magazine received a high compliment. A certain advertiser told his agent to leave us off his list because he considered McClure's "too *high-class*."

The readers of McClure's *are* the *solid, substantial* people of this country, as is evident from the editorial contents and our subscription list.

Now, if you want to build up a substantial business, why not seek substantial people?

McClure's reaches enough of this class to make our prices reasonable.

Josiah Judson Hazen

Ernest F. Clymer
Tribune Bldg., Chicago
Egerton Chichester
Penn Mutual Bldg., Boston

Advertising Manager
44 East 23d Street,
New York.

ADVERTISING MANAGERS' OPINIONS OF GREATEST SOURCE OF WASTE.

INADEQUATE FOLLOW-UP REFERRED TO
MOST—POOR COPY AND UNSUITABLE
MEDIA NEXT—MANY SOURCES
OF LEAK NOTICED BY PROMINENT
ADVERTISING MEN.

It is now a commonplace remark to make about advertising that there is going on a great deal of waste. Advertising writers and sundry advertising luminaries have consumed great expanses of paper, and exhausted their vocabulary in talking about the thousands, yea, millions of dollars' worth of advertising which is spent uneconomically, foolishly, in any one of a hundred methods of misuse.

Agents have secured accounts from one another, advertising managers have been bounced, and many a long thesis written on the deplorably wasteful way in which a particular campaign is being conducted.

What do the spenders of advertising, the executive men in charge of actual campaigns of prominence believe is the greatest source of waste in advertising? Such men's opinions are worth whole books of theory on how not to waste money, for they are daily engaged in making judgments affecting advertising expenditures, and in measuring up these expenditures with results.

The advertising men who give their opinions below spend annually an approximate total of five million dollars for advertising. They are charged with the responsibility of getting returns on this big sum, and their words may be regarded as especially significant.

Says Wm. H. Ingersoll, advertising manager of Robt. H. Ingersoll & Bro. (Ingersoll watches), New York:

"There are so many opportunities for waste in advertising, that it is hard to name the greatest. I think, perhaps, first in volume is the advertising of retail stores in the smaller centers throughout the country, which pay for space in local papers, and merely fill it with cards. These merchants have

no knowledge of advertising and no facilities for getting up attractive advertising, and, therefore, their expenditures are largely wasted. But this can scarcely be considered advertising at all.

"In the general field, much money is wasted through lack of an understanding of the various media at an advertiser's disposal. For example, many advertisers do not understand the real function of billposting, and use it when they ought to use newspapers or magazines, and vice versa.

"Again, advertisers are at a great disadvantage because they are not so organized as to be able to compel publishers to make known their actual circulation, and thus a great deal of business is placed upon circulations which are estimated upon very vague bases. Lack of information as to the location in which the circulation of publications go is another source of waste. If magazines of general circulation would publish a statement analyzing the distribution of their circulation in detail, it would enable advertisers to do much more certain work. Much money is wasted through the off-hand manner in which many agencies to whom advertising is entrusted perform their duties."

Says E. M. Benson, advertising manager of the Hopkins & Allen Arms Company, Norwich, Conn.:

"Lack of competent follow up is, in my opinion, the greatest waste in present-day advertising. In some cases this part of an advertising campaign is neglected entirely, and in others it is so poor as to be worse than useless.

"I have answered many advertisements and carefully read the arguments in the letter accompanying the catalogue or booklet. Three-fourths of the letters were either too flowery or not lucid enough, and in nine out of ten cases the letters were either not filled in with name and address, or so poorly matched as to be stamped "circular" in head lines. Out of ten inquiries sent in one day, I received only two catalogues within a reasonable time. The others straggled along indefinitely. This lack of promptness is equivalent to telling the inquirer

that his business is not wanted, and in most cases it succeeds admirably, and unless a person is exceptionally keen about the article advertised he gives up all idea of purchasing.

"Then, again, the follow up of the first letter and literature, if used at all, is often haphazard and lifeless, or perhaps too aggressive. The one fails to convince by lack of force, the other antagonizes, and both fail in their purpose.

"Many a handsome catalogue or booklet has lost the force of its appeal from the poor co-operation of a letter, and many good letters are spoiled by poorly printed literature. Follow up is one of the most important features of any advertising campaign, and on it, to a great extent, rests the success or failure of the campaign.

"Good literature, properly laid out and printed, accompanied by letters with a strong personal appeal—letters that are enthusiastic, but not gushing, that are convincing, but not antagonizing, and, above all, letters that are properly filled in (if form letters)—these with prompt answers to inquiries, and consistent follow up are, in my mind, the keynote to the successful advertising campaign."

Says Malcolm Moore, advertising manager of Wm. H. Beehler ("Name-On" Umbrellas), Baltimore:

"The greatest source of waste in advertising to-day, in our opinion, is one that has been touched on very recently in **PRINTERS' INK**; that is, when manufacturers advertise that their goods are on sale at all dealers and the consumer, after repeated inquiries at various dealers', fails to find the article advertised. This is due to a lack of distribution caused by manufacturers who, in attempting to advertise their goods and get a foothold, practically have to say that their goods are on sale everywhere. The natural thing for people to do when they ask for an advertised article and the dealer hasn't got it is to accept what the dealer has. So that, in spite of the tremendous anti-substitution campaigns, the small manufacturer, or the one with much dis-

tribution, is constantly paving the way for substitution."

Says L. R. Greene, advertising manager Sherwin-Williams Company, Cleveland:

"I really feel myself that the greatest waste in advertising to-day is through a lack of proper appreciation of what advertising will do, on the part of many sales departments. I mean that the salesmen are not thoroughly drilled in the value and uses of advertising, and fail to use it in the way that they should in order to get more business. Not only are the representatives guilty in this respect—it is hardly their fault, as the organization in the office should train them and school them—but the office itself is very weak often in backing up and following up, and taking advantage of every opening that their advertising brings to them.

"I have seen many cases in which good advertising was largely wasting its force because it did not receive the proper backing from the sales force and from the office. You will find that this weakness is very noticeable if you will write to the average magazine advertiser and find out how long it takes you to get a reply, and often how unsatisfactory the reply is to you."

Says Hamilton Gibson, advertising manager of the Sanitol Chemical Laboratory, St. Louis:

"One who studies advertisements all the time cannot be but impressed with the belief that the greatest source of waste in advertising to-day is, first, poor copy; second, the wrong use of space or mediums.

"There seems to be no end of advertising gymnastics. You see so many thousands of advertisements containing copy that does not advertise the product manufactured; wanders around in a vague sort of way, sometimes advertising a competitor's article instead of confining the efforts to advertising the article manufactured. Take a tooth preparation. One advertises a ribbon string; another advertises a patented box; another the taste; another the smell.

"Isn't it better, when advertis-

ing a tooth powder, to talk about the powder itself, the merit of the article, how it is different from others, and better, and more superior. Then, again, you can count scores of articles that are not properly advertised because they are using the wrong medium, and the wrong method to advertise them. The great waste comes from these two sources. When you spend from \$250.00 to \$1,000.00 a page, but don't put the right copy in, you cannot get the money back on legitimate business returns. Good copy is rare, and the good writer is born, not made.

"The way to prevent the waste in using wrong medium, would be for a manufacturer to wait six months after he had decided to advertise the product, and weigh carefully all advertising, and choose that medium that is best adapted for the introduction of that particular article in his own particular way."

Says A. W. Sherer, advertising manager McCray Refrigerator Company, Kendallville, Ind.: "It seems to me that the greatest source of waste in advertising today is the lack of 'definition of target,' that is, analysis of the class or conditions of people to be reached."

Says Mayer W. Swaab, Jr., advertising manager of F. H. Fleer & Co., Inc. ("Chiclets"), Philadelphia: "In my mind, the widest advertising waste lies in misuse of copy, including so-called economical copy."

Says George E. Hall, advertising manager of the Andrew Jergens Company, New York: "Premature general publicity is, in my opinion, the most prolific source of advertising waste to-day."

Charles Mears, advertising manager of the Winton Motor Carriage Company, Cleveland, is inclined to look at the matter semi-facetiously. "Absence of brains in advertising heads," he says, "is unquestionably the greatest source of waste."

Says George P. Metzger, advertising manager of the Columbia Phonograph Company, New York, "Unthorough follow-up seems to me to be the biggest advertising leak to-day."

THE STANDARD PAPER FOR BUSINESS STATIONERY—
"LOOK FOR THE WATER-MARK"

"WHY do you write your business letters on such fine bond paper?" "Because, the letter is one argument; the stationery is another."

OLD HAMPSHIRE BOND

is an argument, added to the argument you write upon it.

Let us send you the OLD HAMPSHIRE BOND Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of OLD HAMPSHIRE BOND. Write for it on your present letterhead.



Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

**SOUTH HADLEY FALLS
MASSACHUSETTS**

MADE "A LITTLE BETTER THAN
SEEMS NECESSARY"—
"LOOK FOR THE WATER-MARK"

Kicks and Halfpence

"As one goes from John o' Groats to Land's End one gets more kicks than halfpence."—Old Saying.

By Earnest Elmo Calkins

One of the greatest drawbacks to successful advertising is the fact that the dealer who sells the goods is mentally inferior to the people to whom he sells them. He is also usually mentally inferior to the manufacturer who makes them.

The problem is to get good advertising past the dealer to the public.

A great deal of advertising of the kind not displayed in the public prints, but which depends upon the dealer for distribution or display, is turned down because the dealer does not think it is good enough. The dealer's standard, reflected by the traveling man, comes back to the manufacturer and influences him. Then the manufacturer tells his advertising man that he is shooting over the heads of the public. Of course, sometimes he is.

Nevertheless the public, even though it is, as Carlyle carelessly remarked, mostly fools, is susceptible to intelligent argument, good typesetting and illuminating pictures.

The great success of Arthur Brisbane's editorials is due to the fact that they are written in the every-day words of the people and are written about subjects in which they are interested, as, for instance, the high prices of meat. A great many people have a vague interest in the tariff and the various interests it affects, but everybody is interested in the fact that steak costs more than it used to. This is the lesson for the advertiser.

The man who advertises that he has fine furniture for the dining-room in various early English periods, that will give the correct atmosphere, doesn't sell as many goods as the man who says: "This fine copy of an old Jacobean design in dining-room furniture, oak finish, is \$360." I say "\$360" pur-

posely because there is a theory that the man who can pay as much as \$360 does not care about the price. He does, and that is why so much so-called high-grade advertising fails—because it leaves out one of the essential facts in the description of the goods, and that is the price.

* * *

But to get back to the dealer and his stupidity: You can walk by miles and miles of store fronts in any city in this country without noticing scarcely an intelligent window display. Behind these dealers are hundreds of manufacturers who have spent thousands of dollars upon ideas for window displays and window display cards, which they are moving heaven and earth to get the dealer to use. They are not used because the dealer does not see it. It is useless to tell him that his customer would see it. No man ever admits that another man is more intelligent than he is, and your average dealer, albeit very necessary in the distribution of goods, is very sure that he knows and is a judge of everything that appertains to the advertising and selling of those goods.

In this respect he does not differ greatly from the average manufacturer. Can you think of a house that would consult an advertising agent as to the sign it should paint on its window? Can you conceive of a dealer or manufacturer who does not think he knows more about this than any advertising man could tell him? And is there anything more inane and stupid than the signs that can be seen upon any section of Fifth Avenue?

Just opposite my window a new fur house was recently opened. The proprietor invested in one of those gaudy and expensive, but nevertheless cheap-look-

ing signs, consisting of a network of wire with cut-out gold letters fastened upon it. The sign says: "Furs C. F. Janson." Directly over this sign is a large, square window which, of course, could not be let off without a sign; so he engaged a sign painter, at considerable expense, to paint in gold letters on this window pane, about five feet above his other sign, the word "Furs." The result is that he has diminished the effectiveness of either sign, without adding a single iota of valuable publicity. "Furs" in either place would be sufficient. The two words "Furs" placed so close together have a redundancy that is almost foolish, and yet this happens almost every few feet of Broadway, Fifth avenue and Main street all over the United States.

* * *

A few blocks up the street on Fifth avenue is a tailor's shop which has the name of the proprietor in six different sizes of lettering in six different spots, no two of them more than three feet apart. This is because the proprietor, instead of consulting a man with some knowledge of advertising, or even a man with just ordinary, common-garden horse sense, consults a sign painter, whose interest it is to paint just as many signs as possible all over the surface of the store. Such a manufacturer bears an analogy to that other manufacturer who, when he wishes a poster, goes to a lithographer for his ideas. In every case the man gets his advertising ammunition from a source distinctly lower in the mental scale than himself.

* * *

Did you ever stop to consider that one of the great unrealized possibilities of advertising is the package? Do you know of a tailor who is intelligent enough to send a suit home in a box that is distinct, individual and in good taste, and which will be associated in the mind of his customer with his shop? Some of the large retailers like Rogers, Peet & Company have attractive boxes; but the swell tailors, the men who get from fifty to seventy-five dollars a suit, use cheap, Manila-colored,

Gradual Increase

There is nothing which may be likened to the mushroom in the growth of Human Life. By consistent effort, we have built steadily and on a solid foundation. Incidentally we give figures showing volume of advertising carried in August issues: 1905, \$644.00; 1906, \$877.00; 1907, \$1,293.00; 1908, \$5,520.00; 1909, \$9,715.00. You will observe the increase.

Reason for Success

We have had the courage to back our ideas and have made Human Life by giving honest service to subscriber and advertiser. We have earned the confidence and support of many advertisers and are adding every month new names to our list of appreciative readers. As an illustration of extra value we mention that the November issue will run forty thousand more than the circulation upon which the rate is based. A total of 240,000 copies.

Human Life

THE MAGAZINE ABOUT PEOPLE

ADVERTISING
DEPARTMENT

B O S T O N
N E W Y O R K
C H I C A G O
K A N S A S C I T Y

knock-down boxes with their names printed in blurred script type in the corner, that would disgrace a Grand street establishment.

Some of the milliners are using bandboxes with quaint floral patterns like the wall paper in Colonial houses, with a suggestion of French in them, which are distinctly good.

At the National Arts Club Exhibition of Three Centuries of New York History, there are shown some bandboxes of the 30's, belonging to the collection of Mr. Alexander H. Drake, art editor of *The Century*, which are distinctly good. These bandboxes are both for men and women's hats and are quite decorative. Some of them bear such a close resemblance to wall paper that the observer would not be surprised to find that they really were covered with wall paper.

* * *

The entire business world is paralyzed by inertia—the inertia of long-established custom. No one has stopped to ask whether or not the popular way is the best way. When any manufacturer or any retailer breaks through the swaddling clothes of stupidity and mental paralysis, his success is so distinguished as to be dazzling.

What is there about all these establishments, wholesale and retail, which attract attention and which build big business on the attention they have attracted? What is there about Wanamaker's, Rogers-Peet, Crofut-Knapp and other establishments equally good? Nothing but gray matter—nothing but a little thinking.

The reason that it is so easy to make a success of merchandising or manufacturing is because the dead level is so deadly and so level. They are all like the man whose sign says "Furs" and whose window above it says "Furs." The Crofut-Knapp hat store, Dobbs & Company, on Fifth Avenue, is the most noticeable store in the block. Why? Because, instead of a large sheet of plate glass, the window is broken up into small panes of leaded

glass. Over the door swings a quaint, old-fashioned sign designed by Edward Penfield. The shop has character and individuality, and the kind of character and individuality that can be translated into cash.

* * *

What made the success of the United Cigar Stores Company? Not selling better cigars at lower prices—not at all. It may be even questioned if you can get as good a cigar for the same money. Their success is due to the fact that they have put cigar retailing on an intelligent plane; that behind their sales methods and their window displays is brains—not a great deal of brains, not much more brains than is used by any large department store, but brains that are so much above the average of the brains used by the merchants in the towns where they appeared, that their stores became the center of the smoking world.

Yet all over the country to-day are thousands of manufacturers with large bank accounts, which they have earned by intelligent manufacturing and good personal salesmanship, in spite of the fact that their products are handicapped with names that would kill other articles not so good, and are pushed by advertising methods which are nothing but the reflections of these manufacturers' vanity and stupidity.

In one of his brilliant editorials upon the art of advertising, Arthur Brisbane said the other day that Oscar Hammerstein showed his intelligence by building an opera house and hiring other people to perform in it, instead of attempting to sing the leading tenor rôle or lead the ballet himself. He linked his comparisons with merchants who insisted not only on making the goods, but also on doing the advertising, instead of hiring people to do the things that can be better done by others.

It is not generally known that Texas has a banking law providing specifically how advertising shall be done. The fact was brought out recently by the Attorney-General, who decided against the wording of advertising done by a state bank operating under the new deposit guarantee law.

A New September Record

DURING THE MONTH OF

September, 1909

The Chicago Record-Herald GAINED 239 COLUMNS

in display advertising over the corresponding month last year and exceeded every preceding September record in the history of the paper.

This follows continuous increases each month during 1909.

The Chicago Record-Herald

NEW YORK OFFICE, 437 FIFTH AVENUE

AINSLIE'S for November

Stories That Stir the Heart Will Stir Up Business for Advertisers

You can't read the bully stories in Ainslee's for November without realizing just why an advertisement in "The Magazine that Entertains" is a business builder.

Think of the tremendous demand for good fiction—then note how splendidly Ainslee's supplies it.

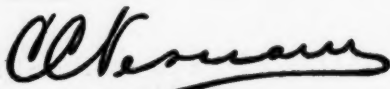
From "The Daughter of Spectres" (the fascinating novellette) right through to the end, the November Ainslee's is irresistible to the story lover—and *you* are probably one yourself.

There's another thrilling installment of "Truxton King," the great Graustark serial, while the array of short stories includes "The Deep Sea and the Dog," by Joe Lincoln; "Flower o' Night," by Mrs. Wilson Woodrow; "The Matrimonial Home," by Jane W. Guthrie; "The Trouble Man," by Campbell MacCullough; "The Affair of Sylvia's Sister," by Gertrude Warden.

And besides all this, there is a bunch of corking good essays, such as "Around the Bridge Table" and "In Musicland," with a generous sprinkling of clever poems well worth reading.

Then, too, there is a regular avalanche of human interest in the advertising pages, where Colgate's relates "An Amusing Incident" (illustrated), Swift & Co. describe and picture their artistic calendar for 1910, Bon Ami shows why it "hasn't scratched yet," the Prudential makes an interesting suggestion for paying household bills, and a lot of other great manufacturers tell stories that will get right next to Ainslee's host of readers.

If *your* story isn't in the November issue, you're missing something. Catch December.



79 Seventh Avenue
New York

DECEMBER ADVERTISING FORMS CLOSE NOVEMBER 3d

NEW YORK'S GREAT AD- VERTISEMENT—THE HUDSON - FULTON CELEBRATION.

HOW IT ORIGINATED AND WAS HANDLED—\$1,000,000 RAISED AND SPENT—THE ADVERTISING ACTIVITIES STIMULATED BY THE CONCENTRATION OF ONE-TENTH OF THE ENTIRE COUNTRY'S POPULATION.

From almost any angle one looks at it, the Hudson-Fulton Celebration, which came to a glorious finish last week, may be said to be one of the greatest—if not the greatest—advertisements New York City has ever put forward. And New York is one of the best advertised cities in the world. For years to come New York will continue to "cash in" on the advertising value of Hudson-Fulton week.

The brilliant idea of combining the celebrations of the one hundredth anniversary of the beginning of steam navigation and the three hundredth anniversary of the discovery of the Hudson, and observing the two historic events that had occurred on the same river, however, originated several years ago in the minds of a few of New York's patriotic citizens and business men.

This small group of men met with a good many obstacles at the start but they refused to be discouraged. Gradually by keeping persistently at it they interested other business men, civic and other organizations, and the Hudson-Fulton idea gathered force and momentum.

Preliminary plans for the twin anniversaries finally crystallized with the creation and incorporation under the New York state laws of the Hudson-Fulton Commission. This consisted of 365 members appointed by the Governor and the Mayor of the city, the membership including besides many of the foremost citizens of the metropolis the mayors of the forty-six cities of the state and the presidents of thirty-eight incorporated villages along the Hudson River. All the plans for

the celebration were devised and worked out under this commission.

Something of the scale on which the big Hudson-Fulton festivities were planned and carried out may be gathered from the fact that nearly \$1,000,000 was raised for the celebration and spent upon it. The State itself gave \$750,000 and the City a quarter of a million more, while there was raised by popular subscription a little over \$250,000. Of the latter amount the New York hotel men alone contributed \$100,000.



A REMARKABLE ELECTRIC CELEBRATION SIGN.

Records of all kinds went completely to smash during the Hudson-Fulton days. Seldom, if ever, in the world's history have so many people been gathered together in so small an area as there were in New York during this celebration.

The subway, elevated and surface roads never before carried such enormous numbers of people in so short a time. The subway and elevated lines alone made the unprecedented record of having carried during the first seven days of the celebration 12,964,716 passengers, and this without serious mishap.

Taking into consideration the fact that, besides the entire population of New York City, an enormous number of the residents of New Jersey, Connecticut and other nearby states were in the metropolis for the anniversary festivities and also that in the second week the celebration moved up the Hudson River with

The Best Way

To keep at or near the head of the procession of editors and publishers issuing wide-awake, bright, newsy and well-illustrated daily papers in this country, is to secure as your ally

The Hearst News Service

Recently reorganized and greatly improved, it now provides not only the most complete and most accurate day and night wire report, giving its subscribers *all the news* of the world and *always first*, but also furnishes a

Fast Mail Picture Service

That delivers to its patrons photographs of persons and events figuring in the important news of the day *twenty-four hours earlier* than they have ever been able to get them before. You can't make your paper a winner without it.

Write for particulars and terms to

The Hearst News Service
200 William St. NEW YORK CITY

HOW TOYS MIGHT BE ADVERTISED IN MAGAZINES.

EXCELLENT PIONEER OPPORTUNITY FOR AN AMERICAN MAKER TO ESTABLISH A TRADE-MARK ON MERIT—GROWING DEMAND FOR DOMESTIC TOYS AND GAMES—ACHIEVING A NATIONAL REPUTATION AND DISTRIBUTION.

By J. George Frederick.

The funny papers have long ago pointed their finger of ridicule at the weakness in toy manufacture—how by 12 o'clock noon on Christmas day, thanks to Willie's energetic tests and the cheap material and construction, the wonderful and ingenious toys Santa Claus brought him are shapeless and hopeless masses of junk.

It has also been a joke to the discerning few to note how the mass of adults buy toys, just as irresponsibly as children would buy—on color, oddity and pretentiousness. An English visitor to our shores not long ago picked out this toy weakness of ours as a general sign of national extravagance and indiscrimination. We bury our infants in toys of no particular attractiveness or merit, he said, just as we buy home furnishings, art objects and most everything else. To all of which an American pertinently replied, "What else can we do, when neither foreign or American toys are, as a rule, much more than ephemeral junk?"

The toy business has been one of the very last lines of goods to receive the attention of bright business men, due probably to the fact that it has been regarded as a business in the limelight but once a year, and dead all the rest of the time. This has been so in the past, but some peculiar social and educational factors are changing the situation. In the first place, the old notions about children have passed, and the great educative value of toys is recognized more by parents. The formation of ideas in children has a distinct relation to toys. This and the increasing wealth of the country has brought it about that people no longer starve their children

for toys until Christmas, but keep them supplied the year around. In consequence, the toy business is very rapidly increasing in importance in all retail stores selling them. Many such stores which carried very few except at Christmas, now carry a complete line the year around. One New York department store has opened a play-room for children in the toy department, realizing the value of interesting children. Again, the application of originality and clever machinery has resulted in very greatly extending the range of toys and games, particularly in wood and metal.

To-day the most interesting toys sold are American made, for American makers have at last begun to make the kinds of toys Europe can never make for us—the kind suited to the mechanical and energetic temperament of Young America. Manufacturers years ago were scared when they contemplated entering into competition with the village peasantry of Germany, France and Switzerland. However, the protective tariff has greatly stiffened their backbone, and the new tariff bill gives a trifle stronger protection than before, in its 35 per cent ad valorem rate.

But American toys have now enough individuality of their own to compete with anything. Some mushily sentimental letters were written to the newspapers after the passage of the recent tariff, complaining against the passing of the hand-made peasant toys from abroad; but as a matter of fact the grotesque, inartistic and unattractive peasant product is in poor favor all over the globe and has little to recommend it. Should free trade go into effect to-morrow they would not be preferred, no matter how cheap their price.

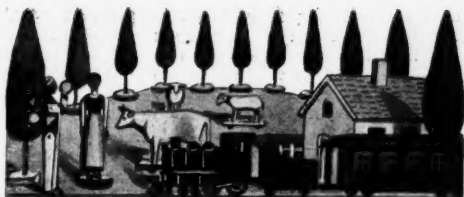
The manufacture of toys in this country is rapidly increasing, and more than that, a million dollars' worth were exported in 1908. In 1880 there was less than \$1,000,000 of capital interested in toy manufacture, whereas there is now nearly \$7,000,000 of capital interested in about 175 plants.

Nevertheless, toy importations have steadily increased. Fifty

million dollars' worth have been bought abroad in the past ten years, and \$7,206,423 in 1908. At present just about as many dollars' worth of toys are manufactured and sold here as are bought abroad, showing the remarkable success attending American toy manufacture, and strongly indicating the possibilities for the future. American toys, besides becoming more and more popular at home, are growing equally fast in the regard of all English-speaking people, as more than half the toys bought by the entire United Kingdom in 1908 were American made toys.

Even dolls, in the manufacture of which Europe has always easily led, are now preferred most if of American make. This country does an annual retail doll business of something like \$42,000,000, and scarcely more than forty per cent of this amount now represents foreign make.

It is very evident to an impartial student of the toy business that the remarkable increase of trade of the last decade is a sign of much greater demand to come. The more liberal attitude toward children, the greater thoughtfulness and sympathy of parents for the play tendencies of childhood, and the almost endless adaptations of the toy idea, indicate an unusually bright prospect for the trade. One evidence of this is that the toy business, until recently, did not have what every other business not one-tenth so



ARNOLD TOYS

"GO" LONGER AND WEAR LONGER

Do you know that play is as important as food for children? Give your little ones **good toys—interesting toys—Arnold toys.** Not just for Christmas but all the year around. They hold children's interest longer—they stand rough usage longer—they have more educational value than all other toys. Whenever you buy any kind of toys—from rubber dolls to games, wagons, electrical and mechanical toys, baseball and tennis goods and children's swings—protect yourself from flimsy material that lasts but an hour or two, by looking for the name **J-T-Arnold** stamped or printed on them. Prices are moderate. A most valuable book, "Suggestions to Keep Children Interested and Amused"—is all ready to send to you—write for it.



ARNOLD TOY COMPANY, UTICA, N.Y.

AN IMAGINARY AD FOR TOYS

promising did have—a trade paper. Almost the first issue of *Playthings*, edited by Robert H. McCready, New York, was an eye-opener to the strength of the toy business.

Now, to an advertising man aware of these exceptional trade conditions, it is evident that the time is very near when some especially bright toy maker will see his most unusual opportunity and go into the limelight with a trademark and advertise to the consumer as well as to the trade. Entirely aside from whatever trade objections there may be made to such a project, the proof of the matter lies with the present situation of the consumer. With the growing idea that toys are for children to play with all the year around, the consumer is more and more desirous of *quality* in his purchases. It may be that he was

once careless of quality when buying for a few days' enjoyment; but that time is rapidly passing. He does not now believe so strongly in getting a cheap toy "because the youngster will soon get tired of it anyway"—he is much more inclined to get something good that will interest the youngster for a long time, and perhaps keep for a younger child later on. He is willing to spend more money for toys, and in return he wants both more interesting and beneficial toys and games, and more quality. Any bright clerk behind a toy counter in a store dealing with the middle class of people will acknowledge the truth of this. The fact that toys are seldom returnable adds to the incentive to make sure of quality first.

This being so, the consumer is all primed to respond to advertising which will give him the same guarantee of good workmanship and material that he looks for in most other merchandise. The great wear and knocking about which toys receive are strong tests which demand quality to save them from being despised objects of destruction by the child.

Some strong talk along quality lines to the consumer would stimulate still further the natural tendency to buy quality, and would win still more people from buying "junk" toys. Being the very first in the field, the trade prestige as well as the consumer prestige would be of great value. After a short period of the usual opposition to a consumer campaign, from part of the trade, the usual thing would happen—the trade-marked toys would enjoy premium value and be above the competition of unbranded goods.

It is now the habit of some careful parents to have a large number of toys for their children and to compel the rotation of their use—another opportunity for toy makers.

As in many other lines similarly unfortunate, the toy buyer for retail concerns is bent most naturally upon profit and other advantages entirely aside from reputation, and is quite likely to buy

from a sweat-shop maker who is here in America reproducing some of the peasant cheapness and undesirable quality. The novelty of the ideas for new toys have helped out greatly in competing with cheaper and less desirable quality; but the real issue—a dependable general toy trade-mark for the consumers' particular benefit—has been left untouched.

In every line of goods new to trade-marks and advertising it is always argued that the situation in the trade is very "peculiar" and exceptional. As a matter of fact, it is usually a case of monotonous sameness, when compared with other lines. The manufacturer, enjoying a fair trade by reason of the exceptional general prosperity prevailing everywhere, doesn't feel his lack of individual protection enough to make him think trade-marks and advertising. He goes on making untrade-marked goods, ignoring the intensely valuable element of time in starting to build reputation, until the time when he sees his error, and then he feels like kicking himself when he thinks of the opportunity he had years ago. Many a valuable trade-mark of to-day represents no better quality and no more years of prestige than plenty of other manufacturers have. The only difference is that some started to build trade-mark reputations and others didn't—yet the difference is one of thousands of dollars of good will.

When competition becomes still keener in the toy business, and quality counts for still more, the maker who starts early advertising a trade-mark will have a big lead on every other maker—a lead such as Baker's Chocolate, Ivory Soap, Dunlap Hats and other products now enjoy solely through advertising.

In New York City, F. A. O. Schwartz has since 1862 maintained a most profitable "Toy Bazaar" with almost no advertising except catalogues, and enjoys mail order trade extending over the entire country. His is the only name to which quality in toys has ever become attached, and how profitable the result has been is most evident.

The toy business admits of enough distribution by one manufacturer, and is sufficiently clearly in the class of goods whose greatest aim should be *general reputation*, to mark it distinctly as a magazine proposition. The general magazines cover the entire country, and they have a strong power to build a high-class reputation that will reach exactly the class of people most likely to heed advice to look for a trade-mark.

If a series of, say, four or six magazine pages were prepared, and if before one of them was published a handsome dealers' folder was prepared reproducing all the ads, with full and complete dealers' information given, the basis of a very strong advertising campaign with immediate results would be ready for action.

The sales force should be taken intimately into confidence concerning the advertising and a distinct sales campaign on the trade, timed soon after the folder and several form letters had gone out, should be made at important centers. No exaggerated estimates of consumers to be reached need be made to the dealer—he needs only be given evidence of the plans on foot, with *special emphasis* on the hearty co-operation and profit-sharing which the toy manufacturer is offering. Booklets, store signs, window display suggestions, Christmas demonstration crews, local newspaper advertising electros, street car cards, plans for special "Arnold" toy fêtes to bring children in the store—all these should be offered in the right spirit of general helpfulness. A fine argument to the trade would be that a stronger emphasis on toys, and an acceptance of the "Arnold" special plans, would bring in many children with their parents—which helps all trade.

The big central thing, nevertheless, would be the magazine campaign, to build in the minds of a good class of people the idea that when they buy toys they must buy "Arnold's" if they desire to get their full money's worth. Once accomplished, this will be worth a million dollars, and would pay dividends indefinitely.

MOST of the reliable national advertisers of this country have found that the public reached through

The American Magazine

are the kind of people they want.

They are reaping the harvest of an increasing patronage now.

For several years past we have presented one of the leading advertising mediums of the country.

We have now increased its value to these advertisers by adding nearly 50% of reading matter and by reaching an increasingly greater public.

Not having increased the cost of our space, how much more is it worth to advertise with us now than it was a year ago?

The *December* issue goes to press *November first*.
Send copy early.

The Phillips Publishing Company

341-347 Fifth Avenue, New York, N. Y.
ROBERT CADE WILSON, Adv. Mgr.

CHANNING R. TOY, Western Mgr.
153 La Salle Street, Chicago, Ill.

THE WAR OF THE ADVERTISER FOR PRICE MAINTENANCE.

"GOLD DUST," "OLD DUTCH CLEANSER," "KELLOGG'S CORN FLAKES," AND OTHERS AT PRESENT IN STRIFE WITH JOBBERS WHO CUT PRICES—LEGAL STATUS OF SET PRICE SYSTEM—AFTER-SEASON REDUCTIONS—VALUE OF RIGID PRICES TO ALL CONCERNED.

By G. Albert Strauss.

Advertising men have not yet learned to keep their ears quite close enough to trade conditions. If they did, they would all be talking about some most vitally important things going on right now.

Three big nationally advertising concerns are engaged in a war against price cutting among the jobbers—a thing which I consider the most important problem before advertisers to-day. And yet I am not sure that the advertising departments of either of the three big advertisers are very closely in touch with what is going on.

The N. K. Fairbank Company, the Cudahy Packing Company and the Kellogg Toasted Corn Flakes people are all right now engaged in a very serious war with certain jobbers to prevent them from underselling the standard price.

The Cudahy Packing Company, it is authoritatively asserted, has cut off its jobbers' list the name of L. Cohen, a St. Louis jobber, for selling Old Dutch Cleanser for less than the stipulated price. Furthermore, four other jobbers are on the carpet, and it seems likely that they, too, will have to buy wherever they can hereafter. The Old Dutch Cleanser people are determined to maintain their price, and refuse to allow the jobbing trade to undermine the fruits of their general advertising by sacrificing their entirely fair and legitimate profit to jobbers who want to make money on price stampedes.

The N. K. Fairbank Company is in exactly the same kind of a scrap. R. C. Williams & Co., large New York jobbers, have

come under the ban for trying to run wild on the price of Gold Dust. They were pulled up with a distant jerk, and shown the tail of the whip that would fall on their backs if they persisted. Meantime, several other wholesalers are being investigated, and black marks are expected to go against the name of more than one wholesaler before the accounting is over.

The other general advertiser, the Kellogg Toasted Corn Flake Company, has the biggest war on hand of all of them. It has even spread to Canada. The latest accusation of the trade is that inducements were offered in Canada which were not offered here. This is quelled by the fact that the Canadian Company is an entirely separate organization, in no way connected with the American concern.

In New York City, Austin, Nichols & Co., large wholesalers, were suspected by the Kellogg people of selling at less than the \$2.80 per case price, and compelled, as per contract, to furnish affidavits denying it, or else be cut off. The wholesalers, after some argument, supplied the affidavit, but began to push E-C Corn Flakes and Post Toasties with great energy. They ordered no more of the Kellogg goods, but later the Kellogg people accused Francis H. Leggett & Co., other jobbers, with supplying Austin, Nichols & Co., and cut off their supply. Later on, the Kellogg people declared they found a number of small jobbers supplying Leggett. The Kellogg concern put an extra force of salesmen in the field to counteract the jobbers' onslaughts.

And so the story runs all over the country—a general jobbers' warfare is on, for which there seems not the least necessity to the orderly mind. The significant thing is that the warfare is evidently centred upon the biggest advertised reputations—proving two things that the future has got to bring about, first, a more systematic and fair basis of price maintenance, between jobbers and general advertisers, and second, a realization on the part of both that

their interests lie in order and stability.

The agitation has run the gamut of the whole trade, and retailers and wholesalers are watching the fight with the keenest interest. It is a mighty serious fight—a fight which is going on in a smaller way all the time, not only among the wholesale grocers, but also among textile jobbers and other large and important lines. It looks very much to me like a battle to the finish for the justification and validity of national advertising to the consumer. I sincerely admire the nerve of these three big Western concerns which are showing great spunk in tackling the sorest spot on the whole anatomy of the manufacturer who believes in a reputation with consumers, and in maintaining the right to command intermediaries to sell at the price he sets, if he can create demand for his goods.

Several big Eastern advertisers, I understand, are having similar trouble, but up to date I have not heard that they have pitched in to protect themselves. I refer to Hydegrade fabrics and to B. V. D. Underwear, both of whose prices have been cut into ribbons by the stampede of small jobbers on price. The case of Hydegrade is particularly aggravating, owing to the great number of shades of their linings, etc., which enables some dealers to keep but a few shades of real Hydegrade goods, and sell other goods on the excuse that they don't have that shade of Hydegrade. I have heard a number of women express puzzlement because they ran up against so many prices for Heatherbloom and other Hydegrade fabrics. The jobbers, with many dealers backing them, wink at the advertising expenditure for Hydegrade, and then go forth in the night to reap its benefit themselves and disorganize prices so that the legitimate dealers are in despair, and are tempted to throw the line out on the street.

B. V. D. Underwear until recently was in no better condition, and men had to exercise real ingenuity and bull dog propensities trying to buy it. Demand there was in great quantity—advertising

had done its duty beautifully; so well that to listen to customers meet the arts of the substitutes and price cutters with firm replies was to establish confidence in advertising mountain-high for all time. I understand that the placing of B. V. D. exclusively in the hands of one large and responsible jobber has greatly remedied the situation.

But the trouble is country wide, and affects many lines of goods. The wholesalers say they object to being made into a cash register by manufacturers, and to being limited by iron bars at their will. On the other hand, the thoroughly independent manufacturers say such talk is ridiculous, because being the manufacturers, they should be the aggressive and dominating factor, not the distributor. The day is past, claim these progressive manufacturers, when the public spoke its demand only through dealer and wholesaler. Advertising has given the manufacturer a direct line on consumers, and if by using advertising the public can be induced to buy at a certain advertised price, the matter is entirely out of the middlemen's hands. The dealer and wholesaler can sell it, or not sell it, as he chooses; but if he chooses to cut price, he will also have to allow the manufacturer his choice in refusing to sell to him.

Of course, when the heat of battle settles, it will probably be granted by both sides that there is a middle line of justice to both. In all goods affected by seasons, it is being recognized that the dealer, in justice, should have some leeway on price. Several very astute manufacturers of season goods have a most satisfactory rule that after a certain late season date, the fixed price agreement is no longer valid. In some cases this is the natural result even when there is no agreement. Right at this time of the year, for instance, some Eastman Kodak goods are being sold below fixed prices—and so are other season goods like Regal shoe, summer lines.

Looking at the matter from the distributors' side, there is often considerable just grievance against

advertisers. Sometimes some favored ones are let in on special price privileges, and the size of the order is allowed to weigh. In other words, some manufacturers and advertisers have made the mistake of trying to make distributors hew a clean, straight line, while not hewing their own line straight, and playing favorites.

To one disinterestedly studying the situation, there is really nothing more serious in the present widespread rumpus than a general failure to appreciate the mutual advantage of mutual concession and unfailing business integrity with regard to price. As far as the manufacturers' right to maintain price is concerned, that is established by the courts. A decision was handed down by the United States Supreme Court not long ago in the case of the R. H. Macy Company against the book-p publishers, in which the Court maintained the right to fix price. The three drug associations—the Association of Manufacturers of Proprietary Medicines, the National Wholesale Druggists' Association and the National Retail Druggists' Association—all had price rules, with penalties, which were in 1906 declared illegal by the United States Attorney General; but which have now been modified to come within the law. There is now no question as to the right to refuse to sell for price maintenance reasons. While in respect to goods when it passes into a third distributing party's hands the law has not yet become final, the Circuit Court of Appeals (New York) has decided that a contract regarding price may bind those not immediately parties to it. While I see that the Macy people are suing the publishers on the basis of restraint of trade, this charge as Circuit Judge Lorton, in Kentucky, has pointed out in a decision, cannot affect a partial restraint of competition in selling property providing the restraint is no greater than necessary to realize the value of goodwill, or to prevent the use of the property to the prejudice of the seller.

It is no longer a matter of contention among even the big job-

bers whether the set price system is a good thing. It is accepted as the *only* way. Chaos and waste and stunted sales has been the history of every line of goods not so protected. The oilcloth business is a good example. It had neither steady price nor market until the Standard Oil Cloth Company took hold and made price stability its foremost merchandising principle. To-day neither love nor money can buy oilcloth at other than a fixed price.

The national advertiser needs only to assert his rights and fight if need be for them—but maintain absolutely rigid fairness to the trade—and he will get the full benefits of his general advertising.

MORE OVERWORKED ADJECTIVES.

THE BAILEY COMPANY.
NEW YORK, Sept. 29, 1909.

Editor of PRINTERS' INK:

It was quite time that we had an article on the subject of adjectives. The adjective is the chief tool in the advertising business, and its abuse has long been a sight for the gods to see. Your article, by the way, was most exceptionally well written.

It was, however, too short to admit of a description of all the current advertisers who are murdering adjectives in peonage. Looking at the magazines to-day with this article fresh in mind, I came upon several which I think ought to be "exposed," too.

Here's the Cecilian piano player, almost as flowery as the Ma't-Nutrine ad: "Wouldn't you like to sit down to-night, after the stress of a strenuous day, just when you want relaxation—when you want to be mentally revived and refreshed—and listen to the velvety purring elegance of Leschitzky—the thundering majesty of Liszt—the fire of Carreno—the passionate romanticism of Rubinstein?"

But perhaps music might excuse a little emotional writing—hardly such as this, however.

What excuse has Libbey's Cut Glass to "adjecturate" around the stump in this fashion:

"It is exquisitely delicate—and still solidly and substantially practical."

More merciless exposure like this will make PRINTERS' INK a still greater publication.

FRED. P. McMAHAN.

The Penton Publishing Company, publishers of the *Iron Trade Review*, recently began to publish as a daily instead of a weekly. The Wednesday issue will be the weekly issue.

We Give More Reading Matter

In the Orange Judd Trio, in proportion to the advertising carried, than any other farm paper. In 1908 the percentage of our advertising to reading matter was less than 50%. That is, we gave our 250,000 subscribers over twice as much reading matter as we carried advertisements, while one of the seven other best known farm papers' percentage of advertising to reading matter was 87%, and every one of these other seven papers' percentage of advertising to reading matter ranged from 68% to 53%.

There's a reason why

The ORANGE JUDD TRIO

Are such exceptionally good advertising mediums. We give our subscribers original, live, timely, practical and adaptable reading matter. Never let the pressure of advertisements encroach upon what we consider our subscribers' due—if an extra pressure of advertisements come in, we put on more pages.

Therefore, Orange Judd Trio is read by the very best class of the highest type of farmers, and their families—progressive, wide-awake, money-making agriculturists—who subscribe for our papers because they value them as newspapers and technical magazines. who are advertisement readers and buyers.

Write for sample copies. A glance at our reading matter will convince you of our circulation's—quality as well as its quantity—250,000 copies weekly, guaranteed. No medical or investment advertisements.

ORANGE JUDD COMPANY

Western Office:
1448 Marquette Building
Chicago, Ill.

Headquarters:
439-441 Lafayette Street
New York

Eastern Office:
1-57 West Worthington St.
Springfield, Mass.

SWINGING OF THE "JAP-A-LAC" PRESTIGE TOWARD THE NAME "GLIDDEN."

HOW A BIG ADVERTISER IS NOW TRYING TO CREATE THE SAME POPULARITY FOR THE GLIDDEN LINE AS WAS CREATED FOR JAP-A-LAC BY ADVERTISING — MERCHANDISING LESSONS LEARNED BY A BIG MANUFACTURER TO BE APPLIED NOW TO OTHER LINES.

By George C. Keppel.

A most interesting advertising development is taking place with one of the largest general advertisers—"Jap-a-Lac."

While the whole continent knows the name Jap-a-Lac, it is almost a stranger to the name Glidden, and to name the Glidden Varnish Company is by no means to associate Jap-a-Lac with it in the popular mind, though it is the owner.

As a matter of fact, the Glidden Varnish Company and its products other than Jap-a-Lac are older and perhaps even more extensive and important than Jap-a-Lac. Yet the immense amount of advertising pushing forward the name of Jap-a-Lac has resulted in putting the name Glidden out of the limelight and disassociating it with the big success of Jap-a-Lac.

Not only has this been so with the public, but also with the smaller dealers, and while many of them have been keen to sell Jap-a-Lac, they have been apathetic about the general Glidden line, which includes varnishes and enamels and colors of many kinds, and of a quality and price considerably above Jap-a-Lac. The Glidden Varnish Company, Cleveland, was a large and prosperous concern before it thought of Jap-a-Lac and before it knew much about advertising. At the outset the work of getting Jap-a-Lac on the market had been put in the hands of salesmen, and it was a small ad in a general magazine, rather diffidently inserted, which brought the results inducing the company to go very much farther in advertising.

To put it picturesquely, Jap-a-

Lac simply ran away with the Glidden plant, owing to its fascinating progress by means of advertising; and the Glidden people now propose gathering up the reins again and using the large addition to their merchandising experience received through Jap-a-Lac and advertising, upon the entire Glidden business.

This is the reason why in the October magazines will be found two ads, one for Jap-a-Lac, in which the name Glidden is made more prominent than ever before, and a smaller ad for one of the other Glidden products, such as the accompanying enamel ad. In

SUPERIOR WHITE ENAMEL
PRICE
\$5.00 per Gallon; Quart \$1.25 Each

This is the best quality of white enamel that can be made. It dries quickly with a beautiful glossy finish that remains in beauty through the roughest use. It is easy to apply and does not require any special treatment. It is the best enamel for use on wood, metal, and other surfaces. Can be colored and used for many purposes. It will stand up to the most severe weathering. If not at once, we will send you a sample upon request of price.

THE GLIDDEN VARNISH CO.
4096 Glidden Building, Cleveland, O.
Manufacturers of the World's Finest Enamels

GLIDDEN'S
GREEN LABEL VARNISHES

PUSHING FORWARD "GLIDDEN" INSTEAD OF "JAP-A-LAC."

these ads the name Glidden is more strongly displayed than anything else, and reference is made in this ad to associate it with Jap-a-Lac.

"We are starting out in a small way," says Herbert G. Ashbrooke, advertising manager, "to advertise our general line of varnishes, teaching the name 'Glidden' in an effort to take advantage of the publicity we have had from our Jap-a-Lac business, using a limited number of prominent magazines, together with all the trade

papers on the painters', dealers and architects' lines. At the present time we are practically confining our advertising of Jap-a-Lac to the prominent magazines, using large space in them, for the effect on the dealer, to secure his co-operation in addition to the selling value from the use of the large space."

Mr. Ashbrooke, who has been with the concern since before Jap-a-Lac was marketed, confesses that at the time of the first Jap-a-Lac advertisement, he knew nothing about advertising. He was an executive in the Glidden concern, and simply used his knowledge of salesmanship in weighing the advertising possibilities which that first insertion opened up.

"I was particularly impressed after the first ad," says Mr. Ashbrooke, "with the large number of inquiries which came in, and felt that if these could be converted into sales a large and profitable business would result. I reasoned that if a woman goes so far as to write to a manufacturer, it is strong evidence of her willingness to buy. This appealed to me so strongly that I felt that if I could only show the dealer that that inquirer could, with his co-operation, be turned into a customer, not only for Jap-a-Lac, but for everything else he handled, we could secure a great many dealers' assistance and make our advertising a big success.

"I therefore asked our concern to appoint me advertising manager, and as I became more familiar with advertising, I made up my mind that four things were absolutely necessary to the success of an advertiser: First—Goods of equal if not better quality than any other of its kind; second, money to spend for advertising; third, courage to spend the money; fourth, ability to spend the money judiciously.

"We were convinced from the large number of voluntary testimonials we received that our years of experimenting to make a perfect article had not been unwisely spent. The consuming public having endorsed Jap-a-Lac

was its highest tribute, as an advertised article is necessarily subjected to the closest scrutiny and severest tests before it is accepted.

"We were satisfied that the quality of Jap-a-Lac was its best recommendation. The question then was, how much money we could afford to expend in its exploitation. The sales for the second year having doubled, we felt justified in doubling our appropriation for magazine advertising, using slightly larger space and adding a few publications. The third year's sales were not quite, but nearly, double those of the second, yet we more than doubled our advertising appropriation for the succeeding year, because we felt that Jap-a-Lac was becoming better known, and the additional force put into advertising would not only give it greater publicity and secure new dealers, but would materially increase the business of those dealers handling it.

"About this time we arrived at the point where it was necessary to summon up all our courage to convince ourselves that we should increase the expenditures for advertising. While it was true our business had shown a phenomenal increase in the sales to dealers, our salesmen reported that the dealers' sales to the consumer were not in proportion, and so we were confronted with the alternative of continuing the advertising in a small way and increasing our business with the dealers in about the same proportion, or jumping at once into the field of a general advertiser by the use of larger space, and to rely on the power of such space to convince more people of the merits of Jap-a-Lac.

"I remember at that time stating to a representative of one of the large magazines that we were in doubt as to the value of his publication for our work. He stated frankly that our trouble was that we expected the matter which could be put into a four-inch advertisement to educate the public about our goods, which was an impossibility.

"He advocated the use of larger space with copy along educational lines. Right here was where our

courage stood the test. We knew Jap-a-Lac was all right, we had the money to spend, and so, instead of continuing as before, we acted upon the suggestion and multiplied our appropriation by three. We did not use a greater number of mediums for the reason that we felt it more advisable to thoroughly convince a small number of readers than to have little effect on a large number.

"The results from following this course were gratifying and profitable, showing the absolute necessity of knowing how to spend the money judiciously. Ability to spend money judiciously for advertising rarely comes to a man by intuition; it comes to him from experience and close study. Many an advertiser gives up just at a time when a little more courage would carry him through to profits and success.

"I think that one of the most frequent causes of advertising failure is the fact that often the man who has the say-so concerning advertising expenditure is not conversant with the real power of advertising."

LACKAWANNA PASSENGER AGENT DISCUSSES RAILROAD SERVICE.

In further delineation of his well-known policy of personal courtesy and service on the Lackawanna Railway, General Passenger Agent George A. Cullen made an interesting address before the American Association of General Passenger and Ticket Agents at Toledo, September 15th.

After telling in detail how the public should be served, Mr. Cullen remarks very aptly:

"No other officer comes so in touch with the public as he—in fact I have often thought that G. P. A. might well be rendered General Public Agent."

DID HUDSON SEEK THE WEST OR THE EAST?

NEW YORK, Sept. 25. 1909.

Editor of PRINTERS' INK:

I notice the Lackawanna have placed a card in the subway and elevated cars in which they claim that Hudson discovered and explored the Hudson River while in search of a new route to the "West."

Unless my history is badly mixed, I am under the impression that Hendrick was hunting for a route to the "East," and not the "West," when he sailed up our now famous Hudson River.

"HISTORY."

THE PUBLISHERS' PRESS STARTS AUSPICIOUSLY.

The Publishers' Press started its leased wire service October 2nd under the most favorable auspices. The wire service reached from New York to the Pacific Coast and evidently was attractive to the papers who came in with this new news-gathering organization at the start. The *Pittsburg Leader*, for example, printed something more than twenty columns of the service in its Sunday morning edition on October 3rd; the *Denver News* about twenty-five columns; *Minneapolis Tribune* about the same amount; the *St. Paul Pioneer-Press*, *Oakland, Cal., Tribune*, and the other papers taking the service found it attractive and played it up in good style.

Among the contributors to the service were W. E. Carson and Paul Lambeth, of London; Paul Villiers, of Paris; Malcolm Clarke, of Berlin, and Clement J. Barrett in special cable letters. Bat Materson, Richard Dahlgren, Hillary H. Olmann, Manhattan and Jeff Thompson contributed sporting letters. General news letters bear the names of Ralph M. Whiteside, of Washington; Ralph Johnson, James Grant Thurston, Clarence E. Spayd and Robert Lee Carter, of New York.

The service was started with a signed statement written specially for the Publishers' Press by Vice-President Sherman, giving his impressions of the Hudson-Fulton celebrations. Professor Hyslop and others contributed signed news articles for the first night's report.

The wire report was particularly strong in the cable end, about 2,000 words of cable having been sent over on Saturday night by W. E. Carson, the European representative of the Publishers' Press. A splendid picture service also constituted a part of the report.

"AN ADMINISTRATOR OF ADVERTISING TONICS."

KLEE & COMPANY.

NEW YORK, Sept. 30, 1909.

Editor of PRINTERS' INK:

We recognize PRINTERS' INK as the highest authority on advertising, and consider it an absolutely essential course in our business education to peruse and study its columns. Certainly no publication reaches us that we read more eagerly or with greater profit.

The lessons the "little schoolmaster" teaches are indeed stepping-stones to any one interested in advertising, and will save progressive firms a heap of unnecessary and useless waste, advocating at the same time propositions which oftentimes can most profitably be adopted.

As an administrator of advertising tonics, PRINTERS' INK has no equal. It is our honest belief that a single copy is well worth your charge for a year's subscription.

With best wishes for the continued success you no doubt anticipate, and so clearly deserve we remain,

KLEE & COMPANY.

COVERING A STATE

With Newspaper Thoroughness
With One Paper

One house out of every six in Wisconsin is reached by THE WISCONSIN AGRICULTURIST.

How many newspapers can duplicate this showing?

How many newspaper publishers can take you through the streets of their city and point to a subscriber in every sixth house? Are there 20 in the entire U. S.?

Yet we give you this concentrated distribution over the entire state of Wisconsin, whereas the newspaper does not pretend to cover more than its home town and suburbs.

The Wisconsin Agriculturist BLANKETS THE STATE

It reaches 60,000 prosperous farmers, the best one out of each three in a state where 50 per cent. of the people are agriculturists. Moreover, it reaches them weekly, often enough to produce maximum immediate results.

The argument that a monthly publication gives 30 days' advertising is mainly wrong. Because results show that an advertiser *does not* get more results per thousand circulation than from a weekly paper, but merely the same results stretched out through 30 days instead of concentrated into 7 days.

If you have a twelve months' season on your goods and are selling by mail, this makes little difference. But if you must crowd your year's work into six, or worse, three months, and want the dealer really to feel the force of your advertising demand, one time a month periodicals are not sufficient to produce maximum results.

A Few Hundred Dollars

will cover the state of Wisconsin through THE WISCONSIN AGRICULTURIST. It will give you sufficient space to tell your story thoroughly. It will enable you to drive it home four times a month throughout the season when your goods are sold. It will place your selling arguments before one-sixth of the people of a state where incomes are increasing yearly and have been for twenty years.

Let us show you what this sort of concentrated rapid-fire advertising is doing for other advertisers, and how little it costs to add a new state to your sales map.

THE WISCONSIN AGRICULTURIST

ARTHUR SIMONSON, Publisher

Racine, Wisconsin

GEO. W. HERBERT,
Special Representative,
First Nat'l Bank Bldg., Chicago.

WALLACE C. RICHARDSON, Inc.
Eastern Representatives,
41 Park Row, New York.

Southwest

The Richest Territory in the World,
Will Add Billions to the Nation's
Wealth in 1909.

NEBRASKA
17,440

IO WA
20,913

ILLINOIS

7,258

KANSAS

54,684

MISSOURI

45,206

OKLAHOMA

ARKANSAS

The Kansas City Journal.

27,113

503

"Covers the South West like a Blower
and Pulls like a Missouri Mule"

TEXAS

The Harvest Number

TEXAS

The Harvest Number

(OCTOBER 21, 1909)

26,396

250,000 Circulation 40c a Line.

The Kansas City Weekly Journal stands close to the hearts of its rural readers, for its 55 years of active interest in the Southwest's welfare has taught its people its sincerity of purpose to give them, unbiased, the telegraphic news of the world. Letters of Travel, Market Reports, Strong Editorials, Farm, Garden, Dairy and Poultry Notes, Sunday School Lessons, Questions and Answers and Scraps of Information.

You can get close to 250,000 Southwest farm homes and benefit in the additional Billion Dollar distribution of the proceeds of marketed crops, through the Harvest Number (October 21) of The Kansas City Weekly Journal. For space reservations and further particulars, write or call.

The Kansas City Journal
Kansas City, Mo.

HAND, KNOX & COMPANY

Publishers' Representatives

NEW YORK
 Brunswick Building

CHICAGO
 Boyce Building

ST. LOUIS
 Victoria Building

KANSAS CITY
 Journal Building

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS
ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

WHERE IS THE MEDICAL DIVIDING LINE IN ADVERTISING COPY?

VASELINE COPY, MISS COCROFT, CUTICURA, AND EVEN COLGATE COPY TURNED DOWN BY SOME MAGAZINES — THE "CIRCLE'S" MEDICAL BOARD—THE NEGATIVE VS. THE POSITIVE METHODS.

By Frank H. Holman.

One of the most live current issues in magazine advertising is the judgment of copy offered for insertion which tends to have a medical aspect. Some very fine lines are being drawn by some magazines in an endeavor to keep away from any opening wedge for other unacceptable copy. Among those advertisers who have submitted individual pieces of copy or a series not acceptable to some magazines are the Chesebrough Manufacturing Company, makers of Vaseline; Miss Cocroft; Cuticura; Resinol Soap, a flesh reducing concern, and a new series for Colgate's line of goods.

The copy of these concerns has been objectionable usually only in the form of certain individual ads or series which advocated the use of the product for medical or semi-medical purpose. The accompanying copy for Vaseline, for instance, was turned down by the *Woman's Home Companion* and other magazines. Other ads in the series advertised vaseline for insect bites, bruises, wounds and abrasions, for rheumatism, croup, cramp, cold in the chest, sore throat, etc.

As the beneficial use of Vaseline is widely known, these claims cannot be said to be altogether extravagant, yet some magazines have ruled against them for the simple reason that while they do not doubt the statements made, the ads nevertheless would tend to obliterate the now sharply drawn line of demarcation between acceptable and non-acceptable copy. They are afraid that much undesirable medical leaning in copy would at once be offered, and the curative properties of various proprietary articles and proposi-

tions would again tend to be over-emphasized, as in previous years, while the extremely high standard now widely observed by the magazines would be lowered.



HEADACHE!

The bane of the busy modern women can be relieved almost immediately by the application of

MENTHOLATED VASELINE

IN CONVENIENT, SANITARY PURE TIN TUBES

(Contain No Lead)

Nerve pains of all kinds yield quickly to its soothing and healing qualities.

This is but one of the twelve Vaseline preparations that together form a safe and convenient medicine chest for the treatment of all the little accidents and ailments prevalent in every family.

You should know the uses of the following

Capacium Vaseline	Pomade Vaseline
Pure Vaseline	White Vaseline
Carbolated Vaseline	Camphorated Vaseline
Mentholated Vaseline	Boiled Vaseline
Vaseline Oxide of Zinc	Perfumed White Vaseline
Vaseline Cold Cream	Vaseline Camphor Ice

WRITE for the FREE VASELINE BOOK

It tells you what each preparation is especially good for, and how they should be used to gain immediate relief.

CHESEBROUGH MFG. CO.

Proprietors of Every "Vaseline" Product

22 State Street, New York

London Office :
42 Holborn Viaduct



ONE OF A SERIES REFUSED BY A FEW MAGAZINES.

Some magazine publishers do not take quite so puritanical a view of the situation, and have made individual exceptions, when assured of the truth of the advertising statements. One publisher asserts that he would greatly like to have Miss Cocroft's copy run in his magazine because he would like to see his women readers educated to take more

Bought On Its Merits

Mr. Glenn L. Saxton, through the American Home Monthly, has sold many hundreds of his one dollar book, "American Dwellings," besides numerous house plans which cost from \$10 to \$50.

American Home Monthly

readers have evidenced by these results that they will buy what is good. They buy the magazine itself on its merits, for we obtain our subscribers without the use of premiums.

We guarantee a circulation of 100,000 copies monthly, and will send a statement showing distribution by states on request.

Advertising costs 40 cents a line flat. Advertising forms for December close on the fifth of November.

Charles H. Ridder
Advertising Manager

**AMERICAN HOME
MONTHLY**

27 Spruce St., New York

exercise. Nevertheless, Miss Crocroft's recent copy has tended to claim cures for headache and a list of ailments which gives it a somewhat medical tone.

In the case of Cuticura, it is claimed that the soap has become recognized more as a cure for eczema and skin diseases than as a soap; which many advertising men believe to be a mistake, citing instances of women who have to have Cuticura around the house for fear it will be taken as a sign that they have skin diseases.

Those publishers who believe that they can easily control the ever-ready tendency toward too medical copy, without excluding such as Vaseline and Miss Crocroft, nevertheless agree that it is necessary to preserve the careful standard of magazine copy, now quite widely observed. Their example is affecting newspaper publishers also, and there are some newspapers that have made similarly finely drawn distinctions with regard to copy which tends to assume a medical tone.

The great difficulty with advertisers of a product having properties beneficial to health is that they seem most eager to *scare* the public into buying by arguing negatively concerning *ill* health rather than by picturing the bright and more attractive *health* aspect, which would be entirely unobjectionable, even to the more strict magazines. It is hard to get these advertisers away from the notion that the public is as easily scared about symptoms as it used to be long ago. The magazines have preached so much on the subject of patent medicines and other danger that it is doubtful whether a worth-while percentage of magazine readers can now be convinced by such a line of talk. It is noticeable that Scott's Emulsion has of late adopted the positive method of health argument and scrupulously avoids reference to consumption and ill health.

The entire subject of medical advertising seems to be coming up anew again in various phases, with the elimination of fraudulent and extravagant claims by many of the better class of pro-

proprietary articles. The emphasis upon the positive side rather than the alarming and negative side has induced a slight amendment of original rigid rules. The *Circle Magazine* has just selected a board of prominent physicians, who are subscribers or stockholders, to pass upon individual patent preparations which desire to advertise. If, in their opinion, a medicine is safe and not liable to misuse in the hands of ignorant people, the *Circle Magazine* proposes to admit the copy. However, no cure-all preparations, or those containing soporific drugs, nor any of the large body of specifics will be accepted, it is asserted, but it is believed that certain preparations now frequently excluded by magazines may find acceptance by this board.

It is interesting also to learn that the secretary of one of the most representative medical organizations in the country has told PRINTERS' INK, though not for publication, that he could see no reason why certain worthy medical preparations should not be advertised to the public. Out of the 107 firms which exhibited their goods at the Commercial Exhibit of the American Medical Association in Atlantic City last June there were a great many concerns whose products are advertised to the public, and whose campaigns have the full sanction of the medical men.

The tendency toward more sane methods of medical advertising will probably make acceptable many worthy propositions now excluded.

Francis Wayland Ayer, head of the advertising agency of N. W. Ayer & Son, Philadelphia (also president of the Merchants' National Bank, Philadelphia), has entered the New York banking field by combining with a group of the business men to secure control of the Chatham National Bank, New York.

Mr. Edward Abbott, New England representative of the *House Beautiful*, has severed his connection with that publication to accept a position with the Johnson Educator Food Company. The *House Beautiful* will be represented in future by Mr. Tilton S. Bell, 6 Beacon Street.

The City College of Law and Finance, St. Louis, has started a school of advertising.



¶ The SYRACUSE, N. Y., situation has resolved itself into a matter of plain every day common sense with the cold hard facts easily accessible and readily "getatable" as a basis.

¶ The examiner of the Association of American Advertisers recently made a careful and painstaking examination of the circulations of the three Syracuse daily newspapers.

The Syracuse Evening Journal

immediately published the certificate made by the association and cheerfully puts before any one interested, the complete report of the examiner with reference to the JOURNAL. According to the rules and regulations of the association only members are furnished with reports on all the papers, and the members are pledged not to make them public.

The HERALD has no such restrictions and can place that portion of the report referring to the HERALD before you if they want to do so.

And why should they not want to do so—they have published what they call an "open book" for some time.

Let us have a complete show-down in SYRACUSE. THE SYRACUSE EVENING JOURNAL is ready.

SMITH & BUDD CO.

Advertising Representatives.

THE SYRACUSE EVENING JOURNAL.

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat. Bank Bldg., St. Louis.



If your advertising tells people of something to wear, something to eat, some way of getting more pleasure or comfort out of life—then it's news—news in the best sense of the word. If your proposition has merit and you tell the story well, it will be intensely interesting to the readers of the

SATURDAY GLOBE

who depend upon its columns and its comprehensive weekly news reviews for much of the real settled news of every kind.

For nearly thirty years the *SATURDAY GLOBE* has been going steadily ahead. Its place in the home has become a fixture. Respect, esteem and confidence have been earned.

Nearly one hundred and forty thousand homes of thrift, comfort and intelligence welcome it week after week.

And those, too, in one of the most prosperous and responsive sections of the United States and the world, interior New York, New England and adjacent states.

We want to lay the facts and figures before you.

SMITH & BUDD CO.

Advertising Representatives.

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

ADVERTISING NOVELTY MANUFACTURERS HAVE SUCCESSFUL CONVENTION.

What is agreed was the most successful convention, since its organization five years ago, was held by the National Association of Novelty Manufacturers, Sept. 14th, 15th, 16th, at Chicago.

There was a large attendance and some most interesting papers were read, including "New Membership," Ignatz Wetzel, of Wetzel Brothers Printing Company, Milwaukee, Wis.; Henry J. Haecker, of The Newton Company, New York City. "What Should Be Our Attitude Toward Our Competitors?" E. J. Wilkins, of E. J. Wilkins Company, Gloversville, N. Y.; "How to Run a Factory," L. A. Lemke, of Patent Novelty Company, Fulton, Ill. "Where Do Concerns Reach the Profit Line?" Orva G. Williams, of The O. G. Williams Manufacturing Company, Chicago; "Overhead Charges," Chas. J. Petersen, of Advertising Novelty Company, Chicago; "The Cost of Production and Real Profits," F. A. Geiger, of Geiger Brothers, Newark, N. J.; "Is the Jobbing Business Profitable?" Geo. H. Blanchard, of Blanchard Brothers, Davenport, Iowa; "A Special Line Versus a General Line, From the Standpoint of Both Manufacture and Sales," B. E. Haskins, of Bennett-Thomas Manufacturing Company, Chicago; "Handling a Sales Force," C. S. Sultzer, of Red Wing Advertising Company, Red Wing, Minn.; A. Fitzhugh, of Kenyon Printing & Manufacturing Company, Des Moines, Ia.; Theo. R. Gerlach, of The Gerlach-Barklow Company, Joliet, Ill.; "How to Train Salesmen to Sell on a One-Price Basis," H. H. Bigelow, of Brown & Bigelow, St. Paul, Minn.; "The Necessity of Maintaining Prices," H. B. Hardenburg, of H. B. Hardenburg & Co., New York City; R. W. Williams, of John Igelstroem Sign & Label Company, Massillon, Ohio; "What Policy Could Be Adopted that Would Discourage Salesmen from Picking Up Side Lines?" F. D. Spotswood, of Spotswood Specialty Company, Lexington, Ky.; "How Should We Treat Salesmen Who Turn Brokers and Pick Up Side Lines?" Orva G. Williams, of The O. G. Williams Manufacturing Company, Chicago; "Why Manufacturers Should Buy Advertising Novelties and the Results They Will Receive," L. A. Lemke, of Patent Novelty Company, Fulton, Ill.; J. B. Carroll, Chicago; "Possibilities of Selling Advertising Novelties in Foreign Countries," C. L. Cruver, of Cruver Manufacturing Company, Chicago; "The Trade Journal and its Relation to the Advertising Novelty Business," B. B. Haskins, of the Bennett-Thomas Mfg. Co., Chicago; "How Best to Expand Business," C. F. Gardner, of C. F. Gardner Printing Company, Princeton, Ind.; "How to Advertise the Advertising Novelty Business," Francis H. Robertson, of the Frederickson Company, Chicago; and others by C. L. Cruver, of the Cruver Mfg. Company, Chicago; L. J. Thompson, of Texas Novelty Company, Hillsboro, Texas.; Y. W. Burtch, of American Manufacturing Concern.

HARPER'S

has a larger circulation than any other magazine claiming to be in the same class.

¶ It stands first in the good opinion of advertisers who value high class publicity.

¶ It stands the true test of advertising value—it sells your goods.

The Toledo Weekly Blade

is the highest in value and among the largest in circulation of the real weekly newspapers of America. It pays advertisers who key their copy. A sure test that it pays general advertisers

NEARLY A

Quarter of a Million Circulation

AT ONLY 50c. PER LINE

The Toledo Daily Blade has the largest 2 cent circulation of any newspaper in Northwestern Ohio -:- -:-

PAUL BLOCK, Inc.
Managers of Foreign Advertising
New York Boston Chicago

Advertise Where Conditions are Favorable

They are highly favorable to you in Cuba. Here are 2,000,000 people who *must* buy from you: the tariff makes a discrimination in favor of American goods of from 20% to 40%. Would you wish more?

We invite you then to consider the advisability of investing some of your advertising appropriation in this field: we are both natives of Cuba, we know the country and the peculiarities of its Spanish-speaking people, and we can handle the campaign for you as no one else can

Write to us for any information you may require regarding merchandising and distributing conditions in your particular line.

ACOSTA & CORTINAS
204 National Bank of Cuba Building
HAVANA -:- -:- CUBA

SOME UNIQUE APPLICATIONS OF MAGAZINE ADVERTISING.

NEVERFAIL STROP TELLS PUBLIC ABOUT AN AD'S RESULTS—POMPEIAN MASSAGE CREAM INVITES PUBLIC TO PROVE THE ADVERTISING MANAGER IS RIGHT.

In the effort to be different, some magazine advertisers are doing foolish things, as usual, but some are achieving the unique, while also increasing effectiveness.

It has probably never before been supposed that the fact of unusual results from an ad would itself be a good argument to the public. Yet the psychology of the idea is entirely logical. The well-known tendency of people to buy because others are buying is still operating. It is said that no woman will buy unless she sees

The advertisement reproduced below sold \$84 Never Fail Perfect Strops. Testimonials from purchasers prove complete satisfaction.

YES MEN THERE IS A BETTER WAY
Try Our Way FREE

Offer to men: Shave with the Never Fail Perfect Strop. It is the only safety razor that never fails. It is the only safety razor that is so easy to use that even a child can use it. It is the only safety razor that is so cheap that you can afford to use it every day. It is the only safety razor that is so good that you will never want to use any other.

Then if you can't say "Yes" to the Never Fail Perfect Strop, we will give you a free trial of it. You can use it for 10 days and if you don't like it, we will give you a full refund. No questions asked.

Never Fail Perfect Strops are sold everywhere. Write for a free trial of the Never Fail Perfect Strop to: Never Fail Perfect Strops, Inc., 100 N. 1st St., St. Louis, Mo.

a thing in at least two shops; and they say that man, despite his proud assertions to the contrary, is quite as much bound by custom and the crowd in buying.

Consequently, when the Never Fail Company, makers of razor strops, Toledo, inserted an ad in the *Literary Digest*, some months

ago, and it sold 514 strops, it decided that this fact was too good an argument for the razor itself to pass by. A whole page in the *Digest* was then taken in a recent issue, giving reproductions of the letters of those who ordered, and reproducing the same ad which had been so successful. It is un-

YOU are the cause of this digress over "Pompeian Beauty"
I have obtained the "Pompeian Beauty" for 1918 "Pompeian Beauty" Poster-Calendar

Don't Envy a Good Complexion: Use POMPEIAN and Have One

THE POMPEIAN BEAUTY CO.
400 Madison Ave., New York City

derstood that the returns to date indicate that no mistake was made in this unique use of returns data.

Perhaps even more unique is the use being made of magazine advertising by the Pompeian Massage Cream. A poster calendar has been prepared, and the ad tells of a difference of opinion between the president and the advertising manager concerning the amount of calendars the public could be induced to take, at a small postage price. The advertising manager goes on most appealingly to say that he firmly believes the public will send for a great number, and asks that the public vindicate him by sending in the coupon at once, so that the president's estimate of the calendars to be ordered can be enlarged. This ad is reported to be pulling most satisfactorily.

Both of these unique examples indicate attempts to let the reader "see the inside." They are significant in that they show a tendency to get closer to the public.

THE HOUSEKEEPER circulates most on that great territory of large towns and small cities between the Alleghanies and the Rockies. It circulates all over the United States, but it doesn't cover the whole United States. In its own territory it is strong. Its real field of work is one of the most productive slices of the United States.

THE HOUSEKEEPER has a proved circulation of 341,900, of which 250,000 is concentrated in the district known as the Middle West.

Forms for November close October 25

FRANK L. E. GAUSS, Ado. Manager
Tribune Building, Chicago

Boston - - 8 Beacon Street
New York - 1208 St. James Building

"THE WAD OF INK"

**James O'Donnell Bennett, the Record-Herald's
Famous Critic, Criticises Theater Programs**

The following is quoted from "The Drama—Matters of Fact and Opinion," in the Chicago Record-Herald of Sunday, September 26, 1909, Page 4, Part 5:

"The wad of ink and slimsy paper, with the cast of the play distributed over six pages, has long been accepted by a patient public as a theatrical program. It is gradually disappearing in this town, thanks principally to an advertising man of taste and energy, who has been able to persuade several of the managers that there was a better way. The Colonial is the latest establishment to adopt a playbill that is not an insult to its patrons, thus aligning itself with that best managed of theaters, Powers. The Chicago Opera House and the Majestic also are in the honor list. The advertising man who wrought the changes effects them slowly, but it has been noticed that one more theater each season comes over to his way of thinking. In time he may win them all, and we have a bouquet ready for each as soon as it is deserved.

"Belated congratulations are extended to the Colonial.

"The playgoer is as much entitled to a neat, legible, convenient, clean program as he is to a comfortable seat, and so is the person who follows the pleasant custom of inserting his playbills in a scrap-book for reference. The old-style 'program-continued-on-next-page' made that impossible without the expenditure of much tedious patching and pasting. The new way, which avoids the irritating stringing out of the cast as a sop to the advertiser and involves the use of good paper, clear type and decent ink, spares much annoyance to both the collector of playbills and the playgoer who uses them only for an evening.

"James O'Donnell Bennett."

We appreciate Mr. Bennett's open commendation of our efforts to publish theater programs that are "not an insult"—that are *not* a mere "wad of ink and

accent ink, spates much annoyance to both the collector of playbills and the playgoer who uses them only for an evening.

"James O'Donnell Bennett."

We appreciate Mr. Bennett's open commendation of our efforts to publish theater programs that are "not an insult"—that are *not* a mere "wad of ink and slimsy paper." Many competent judges of good printing and good advertising say that the Riley programs are the finest in the world. They back their opinion by advertising in them.

Our advertising rates (on application) are a little higher than the rates of other theater programs, but we spend the difference for a

Better Quality of Paper (for fine half-tones)

Better Printing, which is in Colors, and

Lithographed Covers (which do not soil hands or gloves)

We also give our advertisers

Better Service

"Classier" Circulation and

High Class Company, for we insert only reliable advertisements

CLYDE W. RILEY ADVERTISING SYSTEM

PUBLISHERS OF

Powers' Theater Program

Majestic Theater Program

Chicago Opera House Program

Colonial Theater Program

Olympic Theater Program

5 Beautiful Books—all same size and same style—all Paying Advertising Mediums

Telephone Central 5537

Offices: 803-804 Majestic Theater Building, Chicago

NEW YORK Y. M. C. A. ADVERTISING COURSE.

The fifth annual course in the Theory and Practice of Advertising at the Twenty-third Street Y. M. C. A., New York City, will begin October 6th, and continue each Wednesday evening until April.

The list of lecturers, one of the strongest ever announced, includes George F. Baright, advertising manager of the Prudential Insurance Company; Truman A. DeWeese, advertising manager of the Shredded Wheat Company, Niagara Falls, N. Y.; F. H. Gale, advertising manager of the General Electric Company, Schenectady, N. Y.; Don C. Seitz, business manager, New York World; Herbert C. Houston, vice-president Doubleday, Page & Co.; Manley M. Gillam, advertising counsel, New York Herald; George H. Perry, advertising manager, Siegel-Cooper Company; J. George Frederick, managing editor PRINTERS' INK; Earnest Calkins, of Calkins & Holden; E. St. Elmo Lewis, advertising manager, Burroughs Adding Machine Company, Detroit, Mich.; William Bradley, art manager, Collier's Weekly; Ingalls Kimball, manager Cheltenham Press; Emerson P. Harris, publisher Advertising-

Selling Magazine; O. J. Gude, president of the O. J. Gude Company; L. B. Palmer, secretary American Newspaper Publishers' Association; C. F. Southard, advertising manager A. D. Matthews Sons Company; Lewis Pelletier, advertising manager Machiners; Leroy S. Fairman, managing editor, George Ehrbridge, Company; John Budd, of Smith & Budd; Joseph P. Day, real estate broker.

The course will be given, as in former years, under the direction of Frank L. Blanchard, assisted by Raymond R. Glenn, and is for young men who desire to apply the knowledge gained to the promotion of their own business or to fit themselves for advertising as a life work.

COPY PREPARED BY BATTEN, NOT NOLLEY.

THE POMPEIAN MFG. COMPANY.
CLEVELAND, O., Sept. 21, 1909.

Editor of PRINTERS' INK:

I was greatly interested and somewhat amused at the article appearing in your current issue, September 15th, regarding the local advertising prepared and placed on behalf of the American Piano Company by the Nolley Advertising Agency. Your contributor dwells particularly upon the difficulties confronting an advertising man who must prepare copy for two competing pianos marketed by the same selling company, but sold locally by competing dealers.

You show specimens of the advertisements prepared by Mr. Nolley for local use on behalf of the Chickering and Knabe Pianos, quoting him as saying the copy you reproduce emanated from the same agency—his agency.

It will interest you to know that some people guess that the copy did *not* emanate from the same agency.

Previous to my connection here, I was in the Copy Department of the George Batten Company, Advertising Agents of New York, who before the formation of the American Piano Company, prepared and placed all of the Chickering advertising. To my certain knowledge this Chickering copy as reproduced by you was designed and written by the George Batten Company as local advertising for Chickering dealers—in fact, I happen to have old proofs before me at this moment which prove it.

As the Chickering copy, prepared and placed by The George Batten Company, did undoubtedly mark a new advance in piano advertising, it is gratifying to see that the American Piano Company and its advertising agent still retain the old work, but it hardly seems fair to me for an agency, which did not prepare this copy, to take the credit for it.

W. W. WHEELER,
Advertising Manager.

A very useful little booklet, "An Advertiser's Directory of German Newspapers in the United States and Canada," has just been published by Adolph Deimel, advertising agent, Brooklyn. It contains interesting German data.

New York Herald Syndicate

Special Cable and Telegraph Service Furnished

Without extra charge to its regular papers

DR. COOK'S

25,000-WORD COMPLETE
STORY OF HOW HE DIS-
COVERED THE NORTH
POLE

and

DR. COOK'S PICTURES OF
THE POLE to the regular sub-
scribers to its Daily Photograph
and Matrix Services.

For particulars of any service
apply to

New York Herald Syndicate
Herald Square, New York City

Canadian Branch:
Desbarats Building, Montreal,
Canada.

HAMPTON'S

Continues to Gain in Advertising

OCTOBER, 1908

ADVERTISING IN THE LEADING MONTHLY MAGAZINES FOR OCTOBER

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Everybody's.....	170	38,067
Ladies' Home Journal (cols.)..	183	36,600
McClure's.....	144	32,312
System.....	141	31,710
Cosmopolitan (Nov.).....	128	28,703
Country Life in America (cols.)..	159	27,400
Munsey's.....	121	27,272
Review of Reviews.....	121	27,244
Woman's Home Comp'n (cols.)..	129	25,847
American Magazine.....	99	22,330
World's Work.....	99	22,330
Sunset.....	92	20,120
Scribner's.....	86	19,413
Harper's Monthly.....	81	18,826
Pacific Monthly.....	79	17,619
Delineator (cols.).....	127	17,377
Designer (cols.).....	82	16,458
New Idea (cols.).....	81	16,250
Red Book.....	63	14,112
Pictorial Review (cols.).....	63	14,050
Ladies' World (cols.).....	70	14,034
Outing Magazine.....	59	13,237
Housekeeper (cols.).....	65	13,051
Success (cols.).....	77	12,992
United States Magazine.....	55	12,000
Broadway Magazine.....	53	12,064

OCTOBER, 1909

VOLUME OF ADVERTISING IN LEADING MONTHLY MAGAZINES

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Everybody's.....	188	42,276
Scribner's.....	174	38,976
American Magazine.....	155	34,720
McClure's.....	148	33,820
Review of Reviews.....	142	31,514
Munsey's.....	138	31,067
Cosmopolitan.....	126	26,282
Hampton's Magazine.....	106	23,004
Century Magazine.....	89	20,040
Success (cols.).....	113	19,487
Harper's Monthly.....	83	18,592
Red Book.....	72	16,128
Argosy.....	68	14,784
Current Literature.....	61	13,064
Uncle Remus's Magazine (cols.)..	62	11,918
Ainslie's.....	49	10,976
World To-Day.....	44	10,018
American Boy (cols.).....	49	9,886
Theatre Magazine (cols.).....	57	9,837
Overland.....	43	9,800
Human Life (cols.).....	50	9,606
Circle Magazine.....	57	9,576
Popular.....	39	8,990
Pearson's.....	36	8,130

From 26th to 9th Place in One Year?

Why This Wonderful Growth?

Just pure merit—that's all. We have mixed some brains with a lot of money and have succeeded in making a magazine that the best class of people in the country want. The circulation is mounting up and **up** and **up** and **UP**. In fact, the circulation is increasing even faster than the advertising.

An advance in advertising rate is coming soon—sure. Contracts will be accepted now at the \$250 rate for one year, and we are willing to make a contract with any advertiser guaranteeing a minimum circulation of 250,000 copies monthly, or rebate if we do not prove it. When you buy space in Hampton's now you are buying on a rising market.

December forms close November 1st.

F. W. THURNAU
Western Adv. Mgr.
1636 Tribune Building
Chicago

HOWARD P. EUGGLES
Advertising Mgr.
66 West 35th Street
New York

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

President and Treasurer, J. D. HAMPTON. Secretary, J. I. ROMER. Manager, J. M. HOPKINS. Advertising Manager, F. C. BLISS. OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. The address of the company is the address of the officers.

Issued simultaneously in England by S. H. Benson, Ltd., Kingsway Hall, London W. C., Editor, Thomas Russell. Subscription, English Edition, 1 year, 10s.; 6 mo., 5s. Postage, 2s. 6d. per year.

Combination subscription and advertising rates for both editions on application to either office.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 844 Tribune Bldg., Telephone, Central 4461. WM. S. GRATHWOHL, Manager.

St. Louis Office: Third National Bank Bldg. A. D. MCKINNEY, Manager, Tel. Main 1151.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. Five cents a copy.

JESSE D. HAMPTON, Editor.

J. GEORGE FREDERICK, Managing Editor

New York, October 13, 1909.

Even Wasteful Advertising Brings Results

A group of especially able advertising managers tell in PRINTERS' INK this week what they consider the greatest sources of waste in advertising. The timid reader who examines their indictments against lax methods might have a momentary fear that if there is so much waste in advertising, there must be something wrong with advertising as a general principle.

Nothing could be further from the truth. The amazing part about waste in advertising is not that there is so much waste going on, but that with all the waste due to ignorance, advertising is nevertheless wonderfully effective. This is proved by the continuous advertising of many wasteful advertisers. The poorest advertiser in the poorest medium may be said in one sense to get his money's worth. It would really be very hard to advertise so that it wouldn't do any good at all! The illiterate umbrella mender who

scrawls a sign is doing profitable advertising, and so is the most illogical and inexperienced though rich advertiser in any magazine or other medium.

What should make advertising men and manufacturers enthusiastic and eager is the immense opportunities for trade if advertising is made to do its *maximum* good with all the little leaks avoided.

Why Not More Celebrations?

From one viewpoint the Hudson-Fulton celebration in New York was a success—even from a strictly merchandising viewpoint. No event which brought 2,000,000 people to town could fail to be a good thing for retail business.

This is a pretty dull old America, anyway, when compared with the sprightly village fêtes, etc., which are so plentiful and popular abroad. Sociologists have repeatedly asserted that life here would be made far more enjoyable for our foreign population (if not for us) if more fêtes and celebrations were arranged. It is also probable that more money that is now hoarded by foreigners would be spent here at such events, for foreigners dearly love "occasions" and are liberal spenders on such an excuse.

Every city and town should have plenty of "occasions." Besides having its strong educational value if historically timed, and giving a most welcome respite to the deadly tension of American business routine, it affords the surrounding country, which suffers from even greater desuetude, a chance to come in and get better acquainted with local merchants. It stimulates trolleys and railways; it creates a local sense of unity and civic pride, and loosens up the purse-strings in general.

Sometimes trade is dull in a city simply because the populace is so intent upon its work that it is ignoring necessities and comforts which it would be glad to buy if somebody got up an excuse for a holiday so that attention from work would be diverted

to play and the purchase of luxuries, ornaments and comforts.

That there is a tendency in the direction of more such occasions is proved by the fact that St. Louis is now enjoying a "Centennial Week," and California is arranging for a "Portola Festival."

Sulton, by the way, was only the advertiser of the steamboat, for Fish and Rumsey invented it. The advertiser got the results!

On the Pentitude of Magazines

Somebody hinted the other day that the panic had done a good service in killing off a number of magazines, on the theory that there were more magazines than the public could digest anyway.

There is practically no real truth in such a statement. A little reflection over the summary of October advertising in this issue will clearly demonstrate this. Not only are there more magazines than three, four or five years ago, but they are in general better edited, more interesting, and contain a larger volume of advertising than ever before. Furthermore, an examination of circulations will show similar increases. New magazines, contrary to some opinions, do not cut into the circulation of older magazines, but get either entirely new magazine readers, or add another magazine to the list which is read in any single family.

A still further fact of significance is that large numbers of magazines do not hurt but help each other. They build up the habit of reading magazines. Once an individual has the magazine reading habit he may shift within a range of half a dozen or more publications and frequently get back to the one which started him, but he is nevertheless an increased asset for the whole magazine publishing business. The mental stimulus of magazine reading develops the faculty of reading faster and assimilating ideas more clearly, so that the man who formerly read but one magazine rather slowly now reads three or four or more with greater speed and assimilation.

The only real criterion, both for the number of magazines published and their advertising value, lies in whether or not the magazine is made interesting and appealing enough to make its place and secure the allegiance of a body of readers. This is being done in spite of the constant surprise of advertisers and others who cannot conceive how there is room for another magazine. They forget that this is a country of 90,000,000 population, and that even with the present large number of magazines the aggregate circulation per issue of all magazines is but little more than a few million. There is still lots of elbow room!

Modesty in Advertising

A writer in **PRINTERS' INK** last week incidentally referred to the large amount of vanity in the advertising business. There are many exceptions to this, and one of them happened to come to the notice of **PRINTERS' INK** recently.

As is well known, there have been few such effective advertising successes as Wrigley's Spearmint Gum. The unique but successful methods used to accomplish this success have persuaded many people that the man behind it must know more than usual about advertising.

Nevertheless, writing to **PRINTERS' INK**, under date of September 31st, William Wrigley, Jr., of William Wrigley, Jr., & Co., Chicago, says, "I have been a subscriber for **PRINTERS' INK** for years, and would miss it very much if I were unable to obtain my regular copy. I must truthfully say that I know very little about advertising except that I have made a financial success with it."

Just in passing, **PRINTERS' INK** desires to call attention to this real modesty, in order to bring evidence that many of the brightest advertising men, with real success to their credit, are eager to learn and have no exaggerated notions of their genius.

When Does Good Ad- vertising Die?

There is nothing more interesting in the whole subject of advertising than the curious longevity of good advertising. In this week's issue the advertising manager of the Michigan Stove Company tells of advertising that brought directly traceable results six years after appearance. In another article, describing the Lehn & Fink campaign, is told how results came in months after the advertising ceased.

It is evident that advertising men are apt to get so in the habit of regarding last month's or last year's ad as past and gone, and of centering attention on current or future advertising, that the peculiar lasting quality of advertising, especially magazine advertising, escapes them. They forget that one good impression made is frequently an impression for a lifetime—that "immediate" results are absolutely inadequate to show the effectiveness of an ad.

Good advertising is not a matter to check up "per insertion"—it is the creation of a state of mind in the buying public. The mind isn't like a slate, from which impressions are erased as easily as wiping off a chalk mark with a sponge. One good ad is worth a year's campaign of poor ads, but twelve good ads per year create a selling force that explains why advertising has built up great businesses within a few years. A really good ad never dies. If it were possible to trace, it would quite probably be found that all goods sold by advertising were sold by *one* good ad—the subsequent ads merely keeping alive the interest originally created.

The Kalamazoo Stove Company has a department on its account books that is most interesting and significant. It is called the "unknown" account, and credit is there given for 884 inquiries to which were sold 167 stoves. None of these inquiries can be credited to current advertising, some of them asserting that they had been persuaded by an ad fifteen years ago—when as a matter of fact there was no Kalamazoo

stove or advertising then. Good advertising is evidently as tangible and indestructible as property and real estate.

More Effort to Reach Men

It is noticeable that the long-standing advertising method of addressing women entirely when endeavoring to sell goods used largely or partially by that sex, has been reversed in more than a few instances. Men are being addressed a little more often.

In this issue is reproduced some talcum powder advertising addressed entirely to men. For years and years such advertising has been addressed only to women. Pompeian Massage Cream is also endeavoring to interest men. Several food products have tried the plan, and the latest and most unique of all is the Simplex-Washing Machine advertising to men to "save their wives." A similar line of argument might successfully be applied to vacuum cleaners, carpet sweepers and other labor-saving articles; while the big body of merchandise like furniture, mattresses, etc., might possibly strike some most fertile ground if men were directly addressed.

It has for some time been apparent to keen merchandisers that the old advertising saw about women being the whole works in buying is somewhat wide of the mark. Even in the purchase of women's clothes men have a far more important voice than they are credited with. Perhaps it is because advertising has been so universally addressed to women that the advertisement reading habit is not still stronger among men.

Announcement is being made through the Stock Exchange of a proposed capital increase of three million dollars in the stock of the Butterick Company. A special stockholders' meeting will be held on October 19th to vote on the question of raising the capital from \$12,000,000 to \$15,000,000. The present market price of 31 is nearly 19 points above the low level at which it sold last year.

The Farm Weekly *THAT REACHES "QUALITY FARMERS" is the*

NORTHWESTERN AGRICULTURIST

MINNEAPOLIS

It costs its subscribers double what any other farm paper in its state costs, but it is "wuth it," for it gives them double the value.

It costs its advertisers less per agate line per thousand circulation, though its space would be a bargain if the rates were much higher.

**THE FARMERS OF ITS FIELD
HAVE JUST HARVESTED CROPS WORTH OVER**

\$200,000,000.00 more

than any other year's crops they ever raised. They have that immense wealth in excess this year and will invest it in **more and better machinery and farm home improvements.**

N.B.—Read our editorial in the October 2 issue.

The Northwestern Agriculturist

is paid by over 80,000 farmers to keep them posted every Saturday, on the best developments of agriculture and the best purchases to make for the farm. It enters these homes as an

Old Friend of the Family.

Its counsel is regarded, for it has always been sincere. It can aid reliable manufacturers in their trade with these very prosperous farm families. It is the

Widest Awake Farm Paper in the Northwest.

The first issue of each month, its "Magazine Number," is the finest printed farm paper in America and has 20,000 extra circulation (100,000 total) with no increase of rates. Copy for the November Magazine Number must reach us before October 29.

RATES

Per line	40 cents
500 lines or more.....@	38 "
1,000 " " "	@ 35 "
2,000 " " "	@ 33 "
3,000 " " "	@ 30 "
Per page	\$250.00

Address:

P. V. COLLINS PUBLISHING CO.,

P. V. COLLINS, Pres.

525-529 Seventh St., S.

Minneapolis, Minn.

BRANCH OFFICES:

844 Tribune Building, Chicago - - -
1 Madison Avenue, New York - - -
24 Milk Street, Boston - - -

B. W. RHODES in charge
E. M. MANSUR in charge
C. P. MELLOWS in charge

THE "THREE GRACES" IN ADVERTISING.

Editor of PRINTERS' INK:

What does the enclosed advertisement of the Royal Worcester Corset Company mean?

Can it be possible that the Three Graces need corsets, and that they need to wear them *outside*, over the flowing robes the master-artist gave them?

Or, did the advertiser seek to make a comic picture of art beautiful?

I would hate to take a statue of the Three Graces, place it in a public park, and garb it in a surplus corset. Hor-



rors! Wouldn't even the street urchins delight in throwing mud at it, and wouldn't the straightest-laced preacher have to bite his lips or laugh?

The entire artistic force of the illustration is lost, lost, lost; it is sadly overdressed, and strikes me as being at least unreasonably imaginative.

What does it mean?

ARNOLD JOERNS.

E. W. Beedle, vice-president of the Henry O. Shepard Company, Chicago, has been elected president of the World To-Day Company, publishers of the magazine of that name.

The Curtis-Newhall Company, advertising agents, Los Angeles, and publishers of the interesting house organ, *World-Wide Publicity*, have decided that they cannot develop more Pacific Coast advertisers more quickly than by urging the perusal of PRINTERS' INK. They are printing a schedule of articles appearing in PRINTERS' INK, and urging that they be read. In addition to this, they have gotten out a series of stickers to put on their letters, most of which contain quotations from PRINTERS' INK.



Messrs. Doubleday, Page & Co. wish to announce to their advertising friends that in addition to editing and manufacturing "Short Stories" for the Short Stories Company, Ltd, they will in the future direct its advertising as well. The magazine is showing a steady increase of from 5,000 to 8,000 copies a month. The December forms close on October 28th.

Cut out this coupon, send for a copy and see what "Short Stories" looks like. It is set in large type so you can read it in the subway.

DOUBLEDAY, PAGE & Co.,
133 East Sixteenth Street,
New York City.

Gentlemen:

Please send me a copy of "Short Stories."

.....
.....
.....

OCTOBER MAGAZINES.

VOLUME OF ADVERTISING IN LEADING
MONTHLY MAGAZINES

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Everybody's.....	188	42,276
Erribner's.....	174	38,976
American Magazine.....	155	34,720
McClure's.....	148	33,320
Review of Reviews.....	142	31,514
Munsey's.....	138	31,067
Cosmopolitan.....	126	28,252
World's Work.....	119	27,326
Hampton's Magazine.....	106	23,804
Canadian.....	93	20,832
Century Magazine.....	89	20,040
Success (cols.).....	113	19,457
Harper's Monthly.....	83	18,592
Red Book.....	72	16,128
Vogues.....	66	14,784
Current Literature.....	61	13,664
Uncle Remus's Magazine (cols.).....	62	11,915
Winslee's.....	49	10,976
World To-Day.....	44	10,016
American Boy (cols.).....	49	9,866
Theatre Magazine (cols.).....	57	9,837
Overland.....	43	9,800
Human Life (cols.).....	50	9,610
Circle Magazine.....	57	9,576
Popular.....	39	8,890
Pearson's.....	36	8,120
Atlantic Monthly.....	35	7,896
All-Story.....	34	7,616
Putnam's.....	28	6,272
Travel (cols.).....	42	5,965
Blue Book.....	24	5,376
Strand.....	23	5,152
Metropolitan.....	21	4,816
Lippincott's.....	21	4,748
St. Nicholas.....	17	3,808
Philistine.....	15	1,920

VOLUME OF ADVERTISING IN LEADING
WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

Ladies' Home Journal (cols.).....	204	40,800
Woman's Home Comp'n (cols.).....	184	36,800
Definitor (cols.).....	162	32,490
New Idea (cols.).....	139	27,800
Designer (cols.).....	133	27,600
Good Housekeeping.....	115	25,904
Ladies' World (cols.).....	104	20,800
Modern Priscilla (cols.).....	111	18,704
Housekeeper (cols.).....	80	16,067
McCall's (cols.).....	120	16,400
Pictorial Review (cols.).....	96	16,191
Harper's Bazar.....	59	13,412
Paris Modes (cols.).....	90	11,700
Dressmaking at Home (cols.).....	39	7,878
American Home Monthly (cols.).....	15	3,100

VOLUME OF ADVERTISING IN LEADING
MONTHLY MAGAZINES CARRYING
GENERAL AND CLASS
ADVERTISING

(Exclusive of Publishers' own advertising)

Country Life in America (cols.).....	230	39,693
System.....	158	35,392
Sunset.....	119	26,768
Pacific Monthly.....	101	22,647
Bookkeeper.....	63	14,112
Suburban Life (cols.).....	71	12,363
International Studio (cols.).....	82	11,480
Field and Stream.....	47	10,598
Technical World.....	47	10,528
Outing Magazine.....	45	10,234
Garden Magazine (cols.).....	69	9,660
Van Norden.....	41	9,240
Outdoor Life.....	38	8,612
Recreation (cols.).....	48	8,256
Amer. Homes and Gardens (cols.).....	47	8,118

VOLUME OF ADVERTISING IN LEADING
WEEKLIES FOR AUGUST

(Exclusive of Publishers' own advertising)

Sept. 1-7:	Cols.	Agate Lines
Saturday Evening Post.....	158	26,955
Collier's.....	60	9,600
Life.....	67	8,108
Literary Digest.....	51	7,140
Independent (pages).....	31	7,038
Churchman.....	37	6,061
Outlook (pages).....	21	4,732
Leslie's.....	17	3,503
Vogue.....	22	3,446
Associated Sunday Magazine.....	16	3,050
Christian Herald.....	16	2,902
Illustrated Sunday Magazine.....	14	2,750
Youth's Companion.....	5	1,055
Sept. 8-14:		
Saturday Evening Post.....	102	17,440
Collier's.....	50	9,600
Literary Digest.....	63	8,854
Vogue.....	51	7,854
Outlook (pages).....	23	5,236
Life.....	33	4,690
Churchman.....	26	4,189
Associated Sunday Magazine.....	21	3,895
Christian Herald.....	19	3,333
Leslie's.....	13	2,761
Independent (pages).....	11	2,464
Illustrated Sunday Magazine.....	12	2,414
Youth's Companion.....	6	1,240
Sept. 15-21:		
Vogue.....	211	32,494
Saturday Evening Post.....	124	21,080
Collier's.....	89	16,582
Literary Digest.....	58	8,120
Outlook (pages).....	22	5,040
Churchman.....	29	4,875
Life.....	32	4,508
Christian Herald.....	21	3,640

There is nothing to be added to—there can be no evidence brought to controvert—this one fact:— For three years and ten months, advertisers have *continued* to place more advertising in **SYSTEM** than in any other monthly magazine.

One year, might have been accidental. Two years, a speculation. But to *continue* for almost four years, proves that **SYSTEM** pays best. And nothing else can be said of it.

SYSTEM
THE MAGAZINE OF BUSINESS

CHICAGO

NEW YORK

LONDON

*Three
Noteworthy
Numbers of*

SUCCESS Magazine

**43% Gain in
OCTOBER**

**92% Gain in
SEPTEMBER**

**49% Gain in
AUGUST**

And too, it's

*"The Blue
Book of
National
Advertisers"*

SUCCESS Magazine

Success Magazine Building
NEW YORK

Frank E. Morrison, Adv. Manager

(September Weeklies—Continued)

	Cols.	Agate Lines
Associated Sunday Magazine...	19	3,515
Youth's Companion.....	17	3,456
Leslie's	17	3,450
Independent (pages).....	13	2,712
Illustrated Sunday Magazine...	10	1,750

Sept. 22-28:

Outlook (pages).....	127	28,560
Saturday Evening Post.....	130	22,700
Collier's.....	83	11,870
Literary Digest.....	80	11,200
Vogue.....	38	5,673
Leslie's.....	25	5,100
Christian Herald.....	24	4,732
Associated Sunday Magazine...	22	4,224
Independent (pages).....	17	3,698
Churchman.....	21	3,284
Life.....	22	3,171
Illustrated Sunday Magazine...	15	2,820
Youth's Companion.....	7	1,458

Sept. 29-30-31:

Leslie's.....	23	4,600
Life.....	31	4,400
Independent (pages).....	13	2,912
Christian Herald.....	16	2,752
Youth's Companion.....	6	1,200

Totals for September:

Saturday Evening Post.....	87,575
Collier's.....	49,840
Vogue.....	43,607
Outlook.....	43,568
Literary Digest.....	38,314
*Life.....	24,907
*Leslie's.....	19,284
*Independent.....	19,134
Churchman.....	18,409
*Christian Herald.....	16,899
Associated Sunday Magazine...	14,679
Illustrated Sunday Magazine...	10,664
*Youth's Companion.....	8,416

*Five issues.

RECAPITULATION OF LEADERS IN
MONTHLY CLASSIFICATIONS

	Pages	Agate Lines
1. Everybody's.....	188	42,276
2. Ladies' Home Journal (cols.)...	204	40,800
3. Country Life in America (cols.)	230	39,693
4. Scribner's.....	174	38,976
5. Woman's Home Comp. (cols.)	184	36,890
6. System.....	158	35,392
7. American Magazine.....	155	34,720
8. McClure's.....	148	33,320
9. Delineator (cols.).....	162	32,490
10. Review of Reviews.....	142	31,514
11. Munsey's.....	138	31,087
12. Cosmopolitan.....	126	28,252
13. New Ideas (cols.).....	139	27,800
14. Designer (cols.).....	138	27,600
15. World's Work.....	119	27,328
16. Sunset.....	119	26,768
17. Good Housekeeping.....	115	25,904
18. Hampton's.....	106	23,894
19. Pacific.....	101	22,647
20. Canadian.....	93	20,832

OCTOBER MAGAZINE AD-
VERTISING.

Figures for October advertising in the magazines show no evidence of slacking up in the splendid pace they gained with September issues, even when compared with 1908 and 1907 figures. *Everybody's Magazine*, which leads this month, with 188 pages,

An Advertisement in

THE INTERNATIONAL STUDIO

appears with the best American advertisers—the leaders in their respective fields—stamping The International Studio the periodical de luxe of advertising patronage.

October, 1907, contained 1,764 lines

October, 1908, contained 5,040 lines

October, 1909, contains 11,340 lines

because results justify it.

A furniture manufacturer finds The International Studio first for cash returns and third for inquiries.

Another prominent advertiser is using four times the space his contract calls for each month because it pays him to do so.

\$90.00 a page (three pages at \$72.00) on
coated paper, next to reading, is the rate.

THE INTERNATIONAL STUDIO

Walter A. Johnson, Business Manager

John Lane Company, 114 West 32d Street, New York

had 170 in 1908, and 151 in 1907.

Scribner's and the *American Magazine*, which hold second and third place for October, 1909, have special reasons for their unusually large amount of advertising, *Scribner's* starting the Roosevelt hunt series, and the *American* enlarging and improving itself. *Scribner's* carries this year 174 pages; over twice as much as last year, and seventy-five pages more than in 1907. The *American Magazine* carries fifty-six pages more than last year, and sixty-one pages more than in 1907.

McClure's carries four pages more than last year and ten less than in 1907. The *Review of Reviews* carries twenty-one pages more than last year and five pages less than in 1907. *Munsey's* carries seventeen pages more than last year and the same as in 1907. The *Cosmopolitan* carries two less than in 1908 and sixteen less than in 1907. *Hampton's* carries twice as much this year as last year and still more than in 1907. The *Ladies' Home Journal* carries twenty-one pages this year more than last year and twenty pages more than in 1907. The *Woman's Home Companion* carries 10,053 more lines than in 1908 and almost as much more over 1907. The *Delinicator* carries 15,113 more lines than in 1908, and 8,634 more lines than in 1907. The *Housekeeper* carries twenty-five more pages than in 1908 and seventeen more pages than in 1907. The *Saturday Evening Post* carries 11,051 more lines than in 1908, and 45,656 more lines than in 1907 (over twice as much).

In general most magazines show strong gains and indicate that the general volume of advertising this year is much heavier than at any time in the past.

More new accounts are appearing and a stronger tendency is noticeable to take big space. It is also noticeable that there is a general tendency to produce better and more salesmanlike copy.

The Six Point League will give its first lunch of the season at 1 p. m., October 12th, in the rooms of the Aldine Association, New York. An interesting programme is to be provided.

Business Going Out

The Humphrey Homeopathic Medicine Company, New York, is sending out direct orders for 2,000 lines to Southern papers.

N. W. Ayer & Son, Philadelphia, are placing contracts with Southern papers for 1,250 inches for Penuk & Ford, of New Orleans.

The St. Clair-Edwards Company, Philadelphia, is sending out yearly contracts for seventy lines, three times a week, to New England papers, for the Lehigh Coal & Navigation Company.

Sherman & Bryan, Inc., New York, are placing fall newspaper business for Strouse Bros., Baltimore. Copy measures ten inches triple column.

Swift's Specific Company, Atlanta, Ga., is sending out contracts for 6,000 inches to Southwestern papers, to be used in three years. Business is handled direct.

Albert Frank & Co., New York, are sending out fifty-six-line, one time a week, orders for four months for the Royal Mail Steam Packet Company.

N. W. Ayer & Son, Philadelphia, are using 720 lines in the South for the Singer Sewing Machine Company.

W. L. Dodge, through Chas. H. Fuller, of Chicago, is placing 10,000 lines to be used in sixteen months in Southern papers.

The Kendon Mfg. Company is using 286 inches in papers in the South and on the Pacific Coast. Long-Critchfield, of Chicago, are handling the account.

E. H. Carroll & Co., Covington, Ky., are sending out t.f. orders direct for ten inches, twice a week.

The Gardner Agency, of St. Louis, is sending Southwestern papers 5,000-line contracts, to be used for the M., K. & T. Railroad.

Geo. Rockwood, Bennington, Vt., is sending orders direct to Western papers for 280 lines.

Herbert Kaufman & Handy, Chicago, are placing contracts for 10,000 lines in the South for I. Lewis & Co.

The Pearsall Agency, New York, is increasing space for the following: New York Realty Owners, Dwight School, and the Ulrich Company, fountain pen manufacturers.

The Butterick Publishing Company, New York, is sending Pacific Coast papers contracts for 10,000 lines through R. M. McMullen Company, New York.

The MacManus-Kelley Company, Toledo, has closed a contract with the Dayton (Ohio) Sanitary Pump Company, and is planning an extensive campaign for this concern.

The Richmond Agency, Richmond, Va., is placing copy in Northwestern papers for G. W. Koener, Commissioner of Agriculture of the state of Virginia.

H. W. Kastor & Sons' Co., St. Louis, Mo., is sending out contracts to Western papers for 5,000 lines, to be used for the Maycliff Distilling Company.

ST. LOUIS-KANSAS CITY NOTES.

The Schwab Clothing Company, St. Louis, is conducting a campaign in daily newspapers published in the Southern States. Copy and orders for two hundred lines, display are being placed through the St. Louis office of H. W. Kastor & Sons to run during October and November.

The United Factories Company, Kansas City, is placing orders through H. W. Kastor & Sons, the Horn-Baker Co., and the F. A. Gray Advg. Agency, same city, advertising the Wonder Coal Oil Lamp. Copy of various sizes is being used in magazines, mail-order publications, and farm papers.

The Consumers' Distilling Company, St. Louis, is sending out orders through H. W. Kastor & Sons, same city, to a list of weeklies in the South advertising mail-order whiskey. Small space is being used.

The Rich Grain Distilling Company, Kansas City, is using weekly editions of dailies in the South and Central West to advertise its mail-order whiskey department. Fifty-line display copy is being used. The advertising is being placed by the Horn-Baker Advertising Company, Kansas City.

The Economy Lumber Company, St. Louis, is sending out orders through H. W. Kastor & Sons' St. Louis office to a list of agricultural publications in the Middle and Northwestern States, advertising lumber in car lots on the mail-order plan. Fifty-two-line display copy is being used in October issues.

Quaker Oats is being exploited extensively on walls and painted display boards in St. Louis, and walls in East St. Louis. Orders for a twelve-month's campaign are being executed by the Thomas Cusack Company, which is handling the outdoor painted display in these cities.

J. S. True, late manager of Hand-Knox & Co.'s St. Louis office, and recently connected with the local advertising staff of the St. Louis Times, has joined the advertising department of the St. Louis Weekly Republic and Farm Progress.

BOSTON ITEMS.

Pinkham & Smith are sending out orders to a few publications on the advertising of a new field glass. The account has been developed by the Shivel Agency.

The Boston News Bureau is sending out orders to New England papers for 255-line three-column space on the advertising of the new Maverick Cotton Mills. The issue of stock advertised is underwritten by Hayden & Stone, a well-known Boston banking firm.

Halford & Co. are asking for rates on six inches' space from New England dailies. Halford Sauce is to be advertised.

M. Steinert & Sons' Co. are sending out orders for their fall advertising. Mr. Baker, advertising manager, is making very elaborate plans for a campaign in New England Sunday papers using three-quarter and full-page space.

The Boston Sculpture Company is planning a new campaign for the fall. Larger space is to be taken in the magazines that paid last year.

The Love't-Chandler Company are doing some large advertising in daily papers for Thomas L. Hisgen, of Springfield. This is on the sale of the stock of a new company that has been formed.

The C. Brewer Smith Agency is making up a list of newspapers throughout New England for the advertising of Lung-Kuro. The copy will go out in the form of readers.

A large appropriation for magazines has been made by the Sealship Oyster System, Inc., South Norwalk, Conn. This magazine appropriation is handled by Lord & Thomas. Their New England newspaper campaign is going out through Ernest J. Goulston, 17 Milk Street, Boston.

CHICAGO NOTES.

The N. W. School of Taxidermy, Omaha, Nebr., is renewing contracts and adding new papers to its list. Farm papers are mostly used.

Padden Gas & Electric Light Co., New Hampton, Ia., is making contracts with farm papers. Contracts calls for 1,600 lines. Long-Critchfield are placing this account.

N. W. Adv. Agency of St. Paul is sending out three-inch copy, 26 times, to advertise Gilhooly Irish Liniment.

John A. Smith, Milwaukee, Wis., is using copy of nine and one-half inches in dailies. The business comes through Chas. H. Fuller, Chicago.

Jacques Mfg. Company, Chicago, is sending out orders for 300 inches of space in weekly newspapers to be used in advertising K. C. Baking Powder.

SOLVING THE AGENTS' PROBLEMS

YOU have clients, no doubt, who pester you continually for "something new." They want their ads to "look different," and you spend time, nervous energy and money in an endeavor to satisfy them. When you get all through, you have spent more money than the account will stand, and when your "something different" goes through the works and gets into the magazines there is nothing particularly new or original about it, after all.

You will save time, trouble and money by putting such problems up to us. It is our business to solve them, and we do. We place at the disposal of the advertising agent, in the strictest confidence, the services of a staff of idea men and artists without an equal, at a price which proves to be true economy, in the end.

We submit ideas and methods of illustrative treatment which are new and good. We produce effects in engraving which make an advertisement really "look different" in the magazines. These things have been our study for years, and it is natural that we should excel in them.

The most progressive and successful agents in the country have made us a valuable adjunct in their business for years. There are many reasons why it would be wise and profitable for you to follow their example.

ARTISTS—COPY WRITERS—ENGRAVERS—PRINTERS
DAY AND NIGHT ART STAFFS

THE ETHRIDGE COMPANY

41 Union Square, New York City

Telephones { 4848 } Stuyvesant
 { 4847 }

COMMERCIAL ART

By GEORGE ETHRIDGE, 41 Union Square, N. Y.

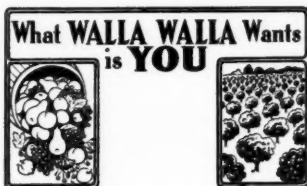
"What Walla Walla Wants is You!" is certainly a stirring and vigorous slogan, and calculated to make the most indifferent person look into the matter, and learn the reasons for the Walla Walla hun-

Mobiloil "saves 1-3 the cost of your car." As a matter of fact, the real claim is that it saves one-third the cost of lubrication, which is a different matter.

However, this confusion of



No. 1.



No. 2.

ger for everybody who may chance to see the Commercial Club advertisement.

So far, so good, but the illustration of the call for recruits is not quite so tempting as it might be.

The idea is to show us what Walla Walla has in store for us when we get there, and the character of treatment shown in illustration marked No. 2 is better adapted to make the public incline a favorable ear to the invitation of the advertisement.

* * *

The boy in this Karo Corn Syrup advertisement is as fine a lad as one could hope to find in a day's journey, and the expression upon his face needs no verbal interpretation.

With the aid of Karo he is going to have what Mr. Roosevelt would term "a perfectly corking time," and anything which receives the unequalled approval of a youth of this type is good enough for anybody.

This is an excellent ad, from every standpoint.

* * *

The ad on next page says that

terms might be overlooked if the advertisement were of a more attractive nature.

No. 3.

The picture of an automobile with a mortise cut through it, is anything but beautiful, especially

when it is a dark and muddy illustration.

There are any number of good ways in which to illustrate the fact that Mobiloil is a money-saver, and it seems as if it would

attractive, but the picture of the pen fails to commend it as an ar-



**Saves
1/3
The Cost
of
Your Car**

Perfect lubrication—the kind you get from Vacuum MOBILOIL—will run your car a third longer and at a third less expense than if you merely trust to “lubrication,” the common, careless, chance-taking kind.

**Vacuum
MOBILOIL**

is made in 6 different grades, one of which is made for your particular car. It saves you expense and experiment. It protects your car from friction, the hardest, costliest kind of motor wear.

A valuable booklet on motor lubrication will be sent free on application. Lists every automobile make, and shows grade of MOBILOIL necessary for its perfect lubrication. Contains track records up to date, and facts of vital interest to motorists.

MOBILOIL in barrels, and in cans with patent pouring spout, is sold by dealers everywhere. Manufactured by VACUUM OIL CO., ROCHESTER, N. Y.

No. 4.

pay the Vacuum Oil Company to experiment a little and see if it cannot hit upon some of them.

* * *

The men who write humorous paragraphs for a living have made many an honest dollar with the fountain pen which spills ink all over the owner and the surrounding scenery as a basis for their witticisms.

Here is a pen—the Onoto—which seems, from this advertisement, to be just that kind of a pen.

There is enough black ink in this magazine page to make half a dozen full-page advertisements, and solid black in large quantities isn't the best possible background for a fountain pen advertisement.

This pen is described as “the bosom friend of the man who knows,” and it is to be hoped that his bosom doesn't look like this after he has carried his Onoto pen for awhile.

Not only is the page itself un-



ONOTO
The Safety Self-Filling
Vacuum FOUNTAIN PEN

**The
ONOTO has
12 Distinct Features**

1. Fills and cleans itself in 6 seconds.
2. Fills and cleans itself in 6 seconds.
3. Fills and cleans itself in 6 seconds.
4. Fills and cleans itself in 6 seconds.
5. Fills and cleans itself in 6 seconds.
6. Fills and cleans itself in 6 seconds.
7. Fills and cleans itself in 6 seconds.
8. Fills and cleans itself in 6 seconds.
9. Fills and cleans itself in 6 seconds.
10. Fills and cleans itself in 6 seconds.
11. Fills and cleans itself in 6 seconds.
12. Fills and cleans itself in 6 seconds.

No other Fountain Pen, at ANY price, has ALL these 12 features. Few have even ONE of them.

Yes the Onoto COSTS YOU NO MORE than the old-fashioned finger-boreing leaky Dropper-Fillers or the so-called improved Rubber-Buck and Pump-Filling kinds!

Get pen-wise and get your Money's Worth!

For price and price to you, \$5.00 and \$10.00, and for a free booklet, send for it now. Write to: ONOTO PEN COMPANY, 284 Broadway, New York.

ONOTO PEN COMPANY
284 Broadway
New York

**"The Bosom Friend of
the Man Who KNOWS"**

No. 5.

ticle of attractiveness or desirability.

THE "SECOND CHAPTER OF ADVERTISING."

GENUINE BANGOR SLATE CO.
EASTON, PA., Sept. 28, 1909.

Editor of PRINTERS' INK:

Referring to that article on "Auxiliary Advertising," in your issue of the 22d, I think it is worth reading twice, and, if a suggestion is permitted, I would like to see our beloved "Little Schoolmaster" print some more articles on "The Second Chapter of Advertising," that is, on closing sales after inquiries have been received.

Perhaps your readers will be interested in the method used by the writer in determining upon the value, and deciding upon the adoption, of trade-marks. I fasten them on the wall along a long room or corridor together with a lot of other trade-marks, particularly competitive ones. Then, by at least six people (so as to insure an average of human vision) we note how it compares with the other trade-marks, and modify its design and color scheme, until our design has the longest range of vision and attraction.

It seems to the writer that there is considerable necessity for preachments on "Follow-up" systems; for the majority of follow-up letters and circulars are pretty punk. I base this statement on close and long observations, comprising the follow-up system of most magazine and many other advertisers.

C. R. LIPPMANN,
Advertising Manager.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. No order accepted for less than one dollar.

ADVERTISING AGENCIES

DARLOW ADVERTISING AGENCY,
Omaha, Neb. Newspapers and Magazines.

H. W. KASTOR & SONS ADVERTISING CO.,
Laclede Building, St. Louis, Mo.

ALBERT FRANK & CO., 25 Broad St., N. Y.
General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

R. H. Macy & Company

advertising in

Cuba and Porto Rico

through The

**BEERS ADVERTISING AGENCY
OF HAVANA, CUBA**

New York Office: 66 Beaver Street, Room 801
Geo. W. DYKE, Representative

ADVERTISING MEDIA

THE Ladies' Home Journal, is the greatest advertising medium in the world.

THE Saturday Evening Post covers every State and Territory

THE Textile Manufacturer, Charlotte, N. C., leading textile publication South. Circulation increased 50% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

THE Artisan—Official labor paper for Western Massachusetts, goes into the homes of all trade unionists and persons interested in the social uplift. A valuable medium. Published every Wednesday by THE ARTISAN PUBLISHING CO., Holyoke, Mass.

AD WRITERS

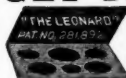
Business comes faster when using ads. WM. D. KEMPTON, 100 W. 76th St., N. Y.

BOOKS

DICTIONARY OF ENGRAVING—most helpful book in an advertising man's library. Handy volume size, 108 pages, unique makeup, 75c. postpaid. Engraving information chart (see Printers' Ink 29 Sept.) 25c. postpaid. **WILLIAM HENRY BAKER**, P. O. Box 160, Cleveland, O.

COIN CARRIERS

GET THE CASH



with the subscription order. Also used with Want ad dent 1,000 any Printing, \$3.25; 5,000 any Printing, \$10.00. Samples free. **DETROIT COIN WRAPPER CO.**, 4 John R. Street, Detroit, Mich.

ENGRAVING

PERFECT copper half-tones, 1 col. \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown Ohio

KITAB ENGRAVING CO. (Inc.), 401 Lafayette St., New York, makers of half-tone, color, line plates. Prompt and careful service. Illustrating. TELEPHONE: 1664 SPRING.

ELECTROTYPES

Get Our Prices On Electros

We'll give you better plates, quicker service and save you expressage. Largest electrotyping plant in the world—capacity 90,000 column inches a day. Write for prices and sample of patent Holdfast interchangeable base.

RAPID ELECTROTYPE COMPANY, Advertisers' Block, Cincinnati O.

HELP WANTED

POSITIONS OPEN—For manager, Ia., \$40; Pa., \$40. Adv. man, agency experience, southern city, \$50; O., \$25; Ill., \$25; Okla., \$30. Circulation, O., \$20; Ill., \$25; N. J., \$25; Tex., \$20. Magazine ed., N. Y., \$50 up; republican writer, N. Y., \$35; financial ed., O., \$30 up; Sunday ed., Pa., \$30. Also positions for reporters, linotype operator, etc. Booklet free. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

WANTED — HIGH-CLASS SPECIALTY SALESMEN to sell our line of Advertising Pencils and Penholders. A golden opportunity for **MEN WHO CAN SELL**. Ask A. B. Brewster, Sales Manager, WOOD & CO., Inc., Jacksonville, Fla.

IMITATION TYPEWRITTEN LETTERS

Our Imitation Typewritten Letters Will Increase Your Business!

THEY have that "live," "actual typewritten" appearance—the kind that are read. And note the prices, when you send us your letterheads **PREPAID**: 100 copies, 65c.; 200, 90c.; 300, \$1.10; 500, \$1.45; 1000, \$2.75. We do the Imitation Typewritten Work (limit of words on page 400) and return to you **PREPAID**. Or we will furnish letterheads printed to order and do the Imitation Typewritten Work and send you **PREPAID** at the following prices: 100 copies, \$1.40; 200, \$1.85; 300, \$2.40; 500, \$3.25; 1000, \$4.75. Letterheads are printed in black ink and letter in purple ink on good bond paper. Write for specimens and literature today. **F. FRANKLIN MERCANTILE CO.**, Huntingdon, Pa.

MISCELLANEOUS WANTS

CLERKS and others with common school education can qualify by my system of correspondence instruction to fill advertising positions \$1,200 year up; elegant prospectus and advice free. **GEORGE H. POWELL**, 1343 Metropolitan Annex, New York.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. **E. S. & A. B. LACEY**, Washington, D. C. Established 1869.

PATENT WHAT YOU INVENT

ONE CLIENT MADE \$85,000 LAST YEAR. Our free books tell **WHAT TO INVENT** and **HOW TO OBTAIN A PATENT**. Write for them. Send sketch for free opinion as to patentability. We advertise your patent for sale free. **WOODWARD & CHANDLEE**, Reg. Att'ys, 1208 "F" Street, Washington, D. C.

POSITIONS WANTED

ADVERTISING SOLICITOR—Experienced in advertising work in all its branches; agency, corporation, outside and inside work, etc., desires change from uncongenial surroundings. Splendid record of results. References the best. Address "PRODUCER," care Printers' Ink.

ADVERTISING MAN—Wants a position with a firm or agency. Either outside or inside work. Several years' experience with one of largest agencies. At present employed. Splendid record and references. Address "ENERGY," care Printers' Ink.

EXPERIENCED advertising man and art director. Ideas, plans, layouts, dummies. Sketches and copy. Six years with manufacturers and general agencies. Can you use me? I want a better job. "W. P.," care Printers' Ink.

RATE MAN

A thorough experienced agency rate man with a Western agency desires to connect himself with a growing concern. 7 years' experience. Address "D. W.," care Printers' Ink.

AMBITIOUS YOUNG MAN

with speciality advertising experience and selling ability, would like to connect with advertising department of newspaper, magazine, car sign or bill board firm or agency. Address, "M. Y.," care of Printers' Ink.

—\$18.00—

weekly, secures services of hard-working young man (25) thoroughly experienced in detail work of advertising office. Capable of handling most intricate details—orders, copy, cuts, drawings, etc. Four years experience on leading papers. Not a know-it-all, but one willing to receive orders and act. "A. B. K.," 5948 Spruce Street, Philadelphia, Pa.

\$5000 DIRECTOR OF SALES and publicity open for contract. Equipped to make plans, handle sales and follow up, to write copy, make layouts for folders, booklets, posters, catalogs, etc. Understands art work, engraving, electrotyping, printing and how to estimate on all. Can select logical mediums and take care of street car and poster work. Have had 15 years' practical store, office, road and advertising agency experience. Don't write unless it's a \$5000 opening to start. "CAPABLE," 837 So. Austin Boulevard, Oak Park, Ill.

DO YOU WANT AN ADVERTISING MAN?

If so, this may interest you

Am at present handling the advertising of a large wholesale house (rated A A1) in a middle-western city. I organized this department, also a follow-up system, and am operating both very successfully, bringing in a large amount of new business. My work is highly satisfactory to the house, but for a good reason I desire to change. Have a large stock of initiative, coupled with good advertising instinct and ability, which I offer to you in exchange for \$150. a month to start—a very reasonable figure considering the kind of work I turn out, and it's more than likely you would be willing to pay me more. Am also a strong letter writer, and the follow-up system I am capable of carrying on will prove a clinching argument in my favor. Find out what I can do and let that decide whether or not I am likely to be the right man for you. Drop me a line or two and let me send you some of my work. Box "K. P.," care of Printers' Ink.

YOUNG MAN (25), college graduate, wishes position with business or publishing house; in or near New York City; three years experience in clerical and newspaper work; understands advertising in all its branches; salary: not less than \$25 a week. Address: "P. S. A.," 188 Main street, Orange, N. J.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

PRINTING

YOU share with us the economy of our location. Our facilities insure perfect work. Prompt estimates on letter-heads, factory forms and booklets in large quantities. **THE BOULTON PRESS**, drawer 98, Cuba, N. Y.

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—*Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc.* Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. **WINTHROP PRESS**, 419 Lafayette St., N. Y.

PUBLISHING BUSINESS OPPORTUNITIES

An Unusual Trade Publishing Opportunity

An excellent monthly trade journal, which has no important competitor, can be bought at a low price, considering its possibilities. Owners are otherwise engaged. It should pay a competent publisher from \$7,500 to \$10,000 per year and can be bought for \$35,000. This is one of the best propositions now in sight.

HARRIS-DIBBLE COMPANY

Brokers in Publishing Property

253 BROADWAY

NEW YORK

PRINTERS' INK
at \$5 for three years'
subscription is the greatest
proposition in the world
for live advertisers ❖ ❖

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Aniston, Evening Star. Quantity and quality circulation; leading wad. medium.

Birmingham, Ledger, dy. Average for 1908, 19,370 Best advertising medium in Alabama.


Montgomery, Journal, dy. Aver. 1908, 9,733, The afternoon home newspaper of its city.

ARIZONA


Phoenix, Republican. Daily aver. 1908, 6,551. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1908, 68,467.

 This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Kowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

 **Bridgeport, Morning Telegram,** daily average for Sept., 1909, sworn, 12,911. You can cover Bridgeport by using Telegram only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1907, 7,743; average for 1908, 7,726.

Meriden, Morning Record and Republican. Daily aver. 1906, 7,672; 1907, 7,769; 1908, 7,729.

New Haven, Evening Register, daily. Annual sworn average for 1908, 15,364; Sunday, 12,867. First 6 months, 1909, 27,080 copies daily (sworn).

New Haven, Union. Average 1908, 16,328; E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Aver. 1906, 6,104; average for 1907, 6,547; for 1908, 6,739.

Norwalk, Evening Hour. Average circulation exceeds 3,450. Sworn statement furnished.

Waterbury, Republican. Average for 1908, Daily, 6,325; Sunday, 6,343.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Daily average for 1908, 36,763 (© ©).

FLORIDA

Jacksonville, Metropolis. Dy. av. 1st 6 mos., 1909, 12,907. E. Katz, Special Agent, N. Y.

Jacksonville, Times-Union. June dy 17,742; Sun. 19,839. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

GEORGIA

La Fayette, Messenger. Weekly. Average circulation, 1908, 3,341.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Chicago, Breder's Gazette, weekly. \$2. Average for first 6 months, 1909, 77,721.

Chicago. *Dental Review*, monthly. Actual average for 1907, **4,018**; for 1908, **4,097**.

Chicago Examiner, average 1908, Sunday **602,377**, Daily **165,407**, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the *Chicago Examiner* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago. *Record-Herald*. Average 1908, daily net paid exceeding, **141,000**; Sunday net paid exceeding, **197,000**. It is not disputed that the *Chicago Record-Herald* has the largest net paid circulation of any two-cent newspaper in the world, morning or evening.

The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet. *Herald*, evening and Sunday morning. Average for 1908, **6,806**.

Libertyville. *Business Philosopher*, mo.; mercantile. Av. 1908, **16,608**. A. F. Sheldon, Ed.

Peoria. *Evening Star*. Circulation for 1908, **20,911**.

Sterling. *Evening Gazette*, average circulation for 1908, **4,409**. First six months, 1909, **4,963**.

INDIANA

Evansville. *Journal-News*. Average, **18,183**. Sundays over **18,000**. E. Katz, S. A., N. Y.

Notre Dame. *The Ave Maria*, Catholic weekly. Actual net average, **36,112**.

Princeton. *Clarion-News*, daily and weekly. Daily average, **1,577**; weekly, **2,641**.

South Bend. *Tribune*. Sworn average July 1908, **10,339**. Best in Northern Indiana.

IOWA

Burlington. *Hawk-Eye*, daily. Average 1908, **9,139**. "All paid in advance."

Davenport. *Times*. Daily aver. Sept., **17,079**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque. *Times-Journal*, morning and eve. Daily average, 1908, **12,664**; Sunday, **14,731**.

Washington. *Eve. Journal*. Only daily in county. 1,900 subscribers. All good people.

KANSAS

Hutchinson. *News*. Daily 1907, **4,670**; 1908, **4,835**. E. Katz, Special Agent, N. Y.

KENTUCKY

Lexington. *Herald*. D. av. 1908, **7,194**. Sunday, **8,255**. Week day, **7,006**. Com. rates with *Gazette*.

Lexington. *Leader*. Average for 1908, evening, **5,445**, Sunday **6,878**. E. Katz

Louisville. *The Times*, evening daily, average for 1908 net paid **43,940**.

MAINE

Augusta. *Comfort*, monthly. W. H. Gannett, publisher. Actual average, **1,294,438**.

Augusta. *Kennebec Journal*, daily average 1908, **8,826**. Largest and best cir. in Cent. Me.

Bangor. *Commercial*. Average for 1908, daily **10,070**; weekly, **28,727**.

Phillips. *Maine Woods and Maine Sportsman*, weekly. J. W. Brackett Co. Aver. for 1908, **7,977**.

Portland. *Evening Express*. Average for 1908, daily **14,451**. Sunday *Telegram*, **10,001**.

MARYLAND

Baltimore. *American*. Daily average for 1908, **74,702**; Sunday, **92,879**. No return privilege.

Baltimore. *News*, daily. News Publishing Company. Average 1908, **84,395**. For Sept., 1909, **81,954**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston. *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.

Boston. *Globe*. Average 1908, daily. **176,397**; Sunday, **319,790**. Largest circulation daily of any two-cent paper in the United States. Largest circulation of any Sunday newspaper in New England. Advertisements go in morning and afternoon edition for one price. During 1908 The Boston *Globe* printed a total of 22,450 columns, or 6,809,700 lines of advertising. This was 7,445 more columns, or 2,443,225 more lines than appeared in any other Boston newspaper.

BOSTON TRAVELER

Established 1825

Average circulation for June, 1909, **102,645**. Gain over June, 1908, **17,037**

The character and distribution of its circulation ensure results to advertisers. No questionable copy accepted.

In Boston It's *The Post*

AUGUST, 1909, Averages

Boston Sunday Post
248,303

Gain of 13,686 Copies
over August, 1908.

Boston Daily Post
291,315

Gain of 25,082 Copies
over August, 1908.

Human Life, The Magazine About People.
Guarantees and proves over 200,000 copies monthly

Clinton, Daily Item, net average circulation
for 1908, 3,099.

Fall River, Globe. The clean home paper. Best
paper. Largest cir. Actual daily av. 1908, 7,473.

Lawrence, Telegram, evening, 1908 av. 8,949.
Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. year
1907, 16,822; 1908, average, 16,396. Two cents
Lynn's family paper. Circulation far exceeds
any Lynn paper in quantity or quality.

Salem, Evening News. Actual daily average
for 1908, 18,232

Worcester, Gazette, eve. Aver. first 5 months,
1909, 16,878; Largest evening circulation.

Worcester, L'Opinion Publique, daily (☉).
The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, Michigan Farmer. Read by all
Michigan farmers. Ask any advertiser. 80,000.

★ **Jackson, Patriot**, Aver. Aug., 1909, daily
9,169, Sunday 9,963. Greatest circulation.

Saginaw, Courier-Herald, daily. Only Sunday
paper; aver. for 1908, 14,330. Exam. by A. A. A.

Saginaw, Evening News, daily. Average for
1908, 19,886; Sept., 1909, 22,236

MINNESOTA

Duluth, Evening Herald. Daily average
23,093. Largest by thousands.

Minneapolis, Farm, Stock and Home, semi-
monthly. Actual average for six months ending
July 15, 1909, 100,166.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach sections most profitably.



Minneapolis, Farmers' Tribune, twice-a-week.
W. J. Murphy, publisher. Aver. for 1908, 28,270.

Minneapolis, Journal, Daily and Sunday (☉). In 1908 average daily circulation evening only, 75,639. In 1908 average Sunday circulation, 72,419. Daily average circulation for Aug., 1909, evening only, 70,416. Average Sunday circulation for Aug., 1909, 72,083. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the American Newspaper Directory. It goes into more homes than any other paper in its field.



Minneapolis, Svenska Amerikanska Posten.
Swan J. Turnblad, publisher, 1908, 83,341.

CIRCULATIN **Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. The Sunday *Tribune* average per issue for the year ending December, 1908, was 68,300. The daily *Tribune* average per issue for the year ending December, 1908, was 90,117.



MISSISSIPPI

Biloxi, Herald, evening. Average circulation
for 1908, 1,096. Largest on Mississippi Coast.

MISSOURI

Joplin, Globe, daily. Average, 1908, 16,848.
E. Katz, Special Agent, N. Y.

St. Joseph, New-Press. Circulation, 1908,
38,320. Smith & Budd, Eastern Reps.

St. Louis, National Druggist (☉). Mr. Henry R. Strong, Editor and Publisher. Average for 1908, 9,167. Eastern office, 508 Tribune Bldg.

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1908, 104,708.

NEBRASKA

Lincoln, *Deutsch-Amerikan Farmer* weekly. 142,390 for year ending Dec. 31, 1908.

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1908, 142,440.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1908, 8,870.

Jersey City, *Evening Journal*. Average for 1908, 24,078. Last three months 1908, 25,021.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Av. 1906, 18,237. A. 1907, 20,270; last quarter yr. '07, av. 20,409.

NEW YORK

Albany, *Evening Journal*. Daily average for 1908, 16,930. It's the leading paper.

★ Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1908, 52,326.

Buffalo, *Courier*, morn. Average, Sunday, 81,457, daily, 81,604; *Enquirer*, evening, 34,570.

Buffalo, *Evening News*. Daily average for 1906, 94,473; 1907, 94,843; 1908, 94,033.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1908, 5,132.

Mount Vernon, *Argus*, eve. Daily av. cir. 6 mos. ending June 30, 1909, 5,089. Only daily here.

★ Newburgh, *Daily News*, evening. Average circulation entire year, 1908, 6,329. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

NEW YORK CITY

Army and Navy Journal. Est. 1863. Weekly average, 7 months ending July 31, 1909, 10,623.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1908, 6,700.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1908, 26,022 (©).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. 200,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for year ending Dec., 1908, 10,260 Dec., 1908 issue, 10,000.

The World. Actual average, Morning, 345,425. Evening, 405,173. Sunday, 463,335.

Poughkeepsie, *Star*, evening. Daily average for first five months 1909, 4,827; May, 5,342.

Rochester, *Daily Abendpost*. Largest German circulation in state outside of New York City.

Schenectady, *Gazette*, daily. A. N. Liecty. Actual Average for 1908, 16,760.

Syracuse, *Evening Herald*, daily. Herald Co., pub. Aver. 1908, daily 34,067; Sunday, 40,951.

★ Troy, *Record*. Average circulation 1908, 20,402. Only paper in city which has permitted A. A. examination, and made public the report.

Utica, *National Electrical contractor*, mo. Average for 1908, 2,583.

Utica, *Press*, daily. Otto A. Meyer, publisher. Average for year ending Jan 1, 1909, 15,274.

OHIO

Ashtabula, *American Sanomat*. Finnish. Actual average, 11,120.

Cleveland, *Ohio Farmer*. Leads all farm papers in paying advertisers. 100,000.

Cleveland, *Plain Dealer*. Est. 1841. Act. daily and Sunday average 1908, 78,291, Sept., 1909, 84,262 daily; Sunday, 104,093.

Columbus, *Midland Druggist*. The premier pharmaceutical magazine. Best medium for reaching druggists of the Central States.

Dayton, *Journal*. Actual average, 21,217.

Springfield, *Farm and Fireside*, over ¼ century leading Nat. agricult'l paper. '08, 463,716.

Youngstown, *Vindicator*. D'y av., '08, 15,000; Sy., 10,400; LaCoste & Maxwell, N.Y. & Chicago.

OKLAHOMA

Muskogee, *Times-Democrat*. Average 1907, 6,659; for 1908, 6,659. E. Katz, Agent, N. Y.

Oklahoma City, *The Oklahoman*. 1908 aver., 26,956; Sept., '09, 31,851. E. Katz, Agent, N.Y.

OREGON

★ Portland, *The Oregonian*, (©) For over fifty years the great newspaper of the Pacific Northwest—more circulation, more foreign, more local and more classified advertising than any other Oregon newspaper. Sept. NET PAID circulation, daily, 40,868, Sunday average, 51,120.

PENNSYLVANIA

Chester, *Times*, ev'g d'y. Average 1908, 7,888. N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

★ Erie, *Times*, daily. Aver. for 1908, 18,487; Sept., '09, 18,956. A larger guaranteed ad. cir. than all other Erie papers combined. E. Katz, Special Agt., N.Y.

★ Harrisburg, *Telegraph*. Sworn average Sept., 1909, 16,431. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

★ Johnstown, *Tribune*. Average for June, 1909, 12,674. Only evening paper in Johnstown.

Philadelphia Bulletin

"The name of 'The Bulletin' is a household word among the people of Philadelphia and its vicinity.

"Its circulation now reaches far beyond the highest point ever attained by a daily newspaper in the State of Pennsylvania."

NET AVERAGE FOR SEPTEMBER

245,375

COPIES A DAY

"THE BULLETIN" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Philadelphia, *The Camera*, is the only best photographic monthly. It brings results. Average for 1908, 6,825.

Philadelphia, *Confectioners' Journal*, mo. Average 1907, 5,514: 1908, 5,617 (◎◎).

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (◎◎). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.



Philadelphia, *The Press* (◎◎) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for June, 1909, 101,758; the Sunday *Press*, 169,976.

Washington, *Reporter and Observer*, eve. and morn. dv. av. '08, 11,734. They cover the field.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1908, 15,944. In its 35th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, *Dispatch and Daily*. Average for 1908, 18,471.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation, 1908, 18,155—sworn.

Providence, *Daily Journal*. Average for 1908, 20,210 (◎◎). Sunday, 25,511 (◎◎). *Evening Bulletin*, 45,373 average 1908.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R.I. Aver. 6 mos., 5,608.

SOUTH CAROLINA

Charleston, *Evening Post*. Actual daily average 1908, 4,588.



Columbia, *State*. Actual average for first six months, 1909, daily (◎◎) 14,490, Sunday (◎◎) 14,981.

Spartanburg, *Herald*. Actual daily average circulation for 1908, 2,992.

SOUTH DAKOTA

Sioux Falls, *South Dakota Farmer*. Best Mail Order Medium. The only weekly farm paper in the state.

TENNESSEE

Knoxville, *Journal and Tribune*. Week-day av. year ending Dec. 31, 1908, 18,886. Week-day av. November and December, 1908, 18,909.

Memphis, *Commercial Appeal*, daily, and Sunday, average first 6 mos., 1909: Daily, 46,980; Sunday, 70,018. Smith & Budd, Representatives, New York and Chicago.

Nashville, *Banner*, daily. Average for year 1908, 21,456; for 1907, 36,206; for 1906, 34,864.

TEXAS

El Paso, *Herald*, March av. 10,002. Only El Paso paper examined by A. A. A.

VERMONT

Barre, *Times*, daily, F. E. Langley. Average for 1908, 4,776. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1908, 8,603. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dv., av. 1908, 3,327. Only Montpelier paper examined by the A. A. A.

Rutland, *Herald*. Average, 1908, 4,566. Only Rutland paper examined by A. A. A.

St. Albans, *Messenger*, daily. Average for 1908, 3,122. Examined by A. A. A.

VIRGINIA

Danville, *The Bee*. Av. 1908, 3,066; Sept., 1909, 3,767. Largest circulation. Only evening paper.

WASHINGTON

Seattle, *The Seattle Times* (◎◎) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Aug. '09, circ. of 65,385 daily, 81,582 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1906-'07-'08 *Times* beat its nearest competitor 6,997,466 lines.

Tacoma, *Ledger*. Average 1908, daily, 18,732; Sunday, 26,729.

Tacoma, *News*. Average for year, 1908, 18,768.

WISCONSIN

Janesville, *Gazette*. Daily average, Sept., 1909, daily, 5,388; semi-weekly, 1,809.

Madison, *State Journal*, daily. Actual average for 1908, 6,090.

Milwaukee, *Evening Wisconsin*, daily. Average for July, 1909, 40,907 (©). The great Home Paper of Wisconsin.



Milwaukee, *The Journal*, ev., ind daily. Daily average for 12 mos., 68,389; for Aug., 1909, 60,808; daily gain over Aug., 1908, 5,369. Over 50% of Milwaukee homes. Flat rate 7 cents per line. Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, *Northwestern*, daily. Average for April, 1908, 9,348. Examined by A. A. A.

Racine, *Journal*, daily. Av. for 12 months ending July 1, 1909, 4,813; June, 4,440.



THE WISCONSIN AGRICULTURIST

Racine, Wis., Established. 1877. Actual weekly average for year ended June 30, 1909, 60,762. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.



WYOMING

Cheyenne, *Tribune*. Actual net average six months, 1908, daily, 4,877; semi-weekly, 4,430.

BRITISH COLUMBIA

Vancouver, *Province*, daily. Av. for 1908, 18,923; Aug., '08, 16,459; Aug., '09, 18,801; H. DeClerque, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1908, daily, 37,096; daily Aug., 1909, 41,697; weekly 1908, 27,428; Aug. 1909, 28,661.

Winnipeg, *Der Nordwesten*. Canada's German newspaper. Av. 1908, 17,646. Rates 56c. in.

Winnipeg, *Telegram*, dy. av. for 6 mos. to Apl. 30, '09, 26,445. Weekly, same period, 29,610.

QUEBEC, CAN.

Montreal, *La Presse*. Actual average, 1908, daily 99,339, weekly 46,936.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears. Advertisements under this heading are desired only from papers of the requisite grade and class.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE Denver *Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington. D. C. (©), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE Champaign *News* is the leading Want ad. medium of Central Eastern Illinois.

THE Chicago *Examiner* with its 660,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

THE INDIANAPOLIS STAR

The Leading "Want Ad" medium of the State, publishes more paid classified advertising than any other paper in Indiana.

RATE

All Classifications One Cent Per Word. Only Sunday Paper in Indianapolis.

MAINE

THE *Evening Express* and *Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE Boston *Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE Boston *Globe*, daily and Sunday, for the year 1908, printed a total of 417,908 paid Want Ads. This was 233,144, or more than twice the number printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *Tribune* is the recognized Want Ad Medium of Minneapolis.



THE Minneapolis *Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in Aug., 1909, amounted to 212,968 lines; the number of individual ads published were 29,720. Eight cents per agate line it charged. Cash order one cent a word, minimum, 20 cents.



CIRCULATION THE *Tribune* is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the 8 months ending August 31st, 1,449,994 lines of classified advertising. Rates: 1 cent a word, cash with order;—or 10 cents a line, where charged—daily or Sunday.



by Am. Newspaper Directory

MISSOURI

THE Joplin *Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE Anaconda *Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1908, 10,629 daily; 14,205 Sunday.

NEW JERSEY

THE Jersey City *Evening Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo *Evening News* is read in over 100 of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

PRINTERS' INK, published weekly. The recognized and leading Want Ad Medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, halftone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 31,351. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE Aberdeen *Daily American*—the popular Want Ad medium of the Dakotas.

THE Sioux Falls *Daily Press* carries 40% more advertising than any other South Dakota paper; 100% more of Want ads.

UTAH

THE Salt Lake *Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

THE *La Presse*, Montreal. Largest daily circulation in Canada without exception. (Daily 99,239—sworn to.) Carries more Want Ads than any newspaper in Montreal.

((OO)) Gold Mark Papers ((OO))

Advertisers value the Gold Mark publications more for the class and quality of their circulation than for the mere number of copies printed.

Out of a total of over 22,000 publications in America, 122 are distinguished from all the others by the so-called gold marks ((OO)).

ALABAMA

The Mobile *Register* ((OO)). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to *The Evening and Sunday Star*. Average, 1908, 36,762 ((OO)).

GEORGIA

Atlanta *Constitution* ((OO)). Now as always, the Quality Medium of Georgia

Savannah *Morning News*, Savannah, Ga. *The Daily Newspaper for Southern Georgia*. C. H. Eddy, New York and Chicago Representative.

ILLINOIS

Bakers' Helper ((OO)), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *Grain Dealers Journal* ((OO)), Chicago, the grain trade's accepted medium for "Want" ads.

The Inland Printer, Chicago ((OO)). Actual average circulation for 1908, 16,866.

KENTUCKY

Louisville *Courier-Journal* (☉☉). Best paper in city; read by best people.

MAINE

Lewiston *Evening Journal*, daily, average for 1907, 7,784; weekly, 17,545 (☉☉); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉☉).

Boston *Evening Transcript* (☉☉), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (☉☉). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (☉☉). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(☉☉) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (☉☉).

NEW YORK

Army and Navy Journal, (☉☉). First in its class in circulation, influence and prestige.

Brooklyn *Eagle* (☉☉) is THE advertising medium of Brooklyn.

Century Magazine (☉☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

Dry Goods Economist (☉☉), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (☉☉). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Engineering News (☉☉). Established 1874. The leader in its field. Reaches the man who signs the order. Ask any of its thousand advertisers. Circulation over 16,000 weekly.

The Engineering Record (☉☉). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (☉☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*."—Printers' Ink.

New York *Herald* (☉☉). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

LIFE without a competitor. Humorous, clever, artistic, satirical, dainty, literary. The only one of its kind—that's LIFE.

Scientific American (☉☉) has the largest circulation of any technical paper in the world.

The New York *Times* has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York *Tribune* (☉☉), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, that goes to the homes of the great middle class.

Vogue (☉☉) carried more advertising in 1906, 1906, 1907, than any other magazine of gen. cir.

OREGON

The *Oregonian*, (☉☉), established 1851. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The *Press* (☉☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily *Press*, for 1906, 95,349; The Sunday *Press*, 133,984.

**THE PITTSBURG
(☉☉) DISPATCH (☉☉)**

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence *Journal* (☉☉), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The *State* (☉☉), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (☉☉). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle *Times* (☉☉) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (☉☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax *Herald* (☉☉) and the *Evening Mail*. Circulation 15,558, Bat rate.

The *Globe*, Toronto (☉☉), prevents waste of money. Equals results of three other papers.

'A Daily Newspaper for The Home.'

The Christian Science MONITOR

OF BOSTON, MASS.
Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world.

New York Office:
No. 1 Madison Ave.
Chicago Office:
510 Orchestra Building.

Advertising rates, furnished on application.

Lincoln Freie Presse

German Weekly

LINCOLN, NEBRASKA

Has the largest circulation of any newspaper print in the German language on this continent—no exceptions.

CIRCULATION 142,440
RATE 35 CENTS

HERE IS A BIG FIELD FOR ADVERTISERS

THE amount of money spent by the public on the moving picture exhibitions in 1908 exceeded the combined income of all the baseball clubs in the United States, and the bulk of it went to the **\$750 readers** of the

MOVING PICTURE NEWS

Our advertisers are getting results because our readers have the money, and believe in the News. Send for rates and sample copies. Cinematograph Pub. Co., 30 W. 13th St., N.Y.

We're a contented lot down here

in Washington, Pa. With our 10 big Coal, Steel and Coke Companies; our big Trolley System; 3 R. R. Systems. We live well and spend a lot of money.

The Washington Record has an actual bona fide circulation of 6,100, and growing rapidly. Our advertising rate is lower for a quality circulation than any paper in this part of the state. Write for sample copy, particulars, data, etc.

Defy Rough Handling

Celluloid tipped card index guides are proof against handling—make the card outlast several of the ordinary kind.

CELLULOID TIPPED GUIDE CARDS

have a one-piece tip folding over top of card—where the wear comes. Will never crack, fray nor curl up—tip does not show wear and prolongs life of card.

Ask your dealer for one piece tip or write direct for samples.

STANDARD INDEX CARD CO.
701-709 Arch Street - Philadelphia, Pa.

THE LEADING THEATRICAL WEEKLY

VARIETY

The only theatrical paper reaching the desirable class of readers.

Publication Office
1536 BROADWAY, NEW YORK CITY

PRINTERS' INK
at \$5 for three
years' subscription is the
greatest proposition in the
world for live
advertisers.

Boyce's Weeklies

Subscribers Pay the Cost
Our Advertising Is Profit

750,000 a Week. \$1.00 a Line W. D. Boyce Co., CHICAGO

To American Manufacturers

interested in developing their
business in the United Kingdom
of Great Britain and Ireland

We can help

And seriously.

The proof is past work. The assurance is what our clients
say of us. We have a good business and hold our clients.

And that speaks.

Our clients are from both sides of the Atlantic. Good serv-
ice is our aim and our reputation.

Read the "British Proposition." If you haven't a copy, mail
us a card and we will forward one at once. The "British
Proposition" shows the remarkable nature of the opening in
England for American produce, and properly operated, the
opening is remarkable. If the article is right and a reason-
able sum is given for advertising, and the advertising is
right, too, then results are assured.

We are agents for Fels-Naptha Soap, Force, Colman's Mus-
tard, Bovril, Rowntree's Cocoa, and many others.

S.H. BENSON, LTD

Professional Advertisers

KINGSWAY HALL
LONDON.W.C.

Telegrams: "SPURTS, LONDON"



Effective Distribution

If you have a factory capacity equal to the distributing needs of over 17,000 leading dry-goods, department and general store merchants, you can get in direct contact with this big distributing force by Advertising in the Butterick Publications, because such Advertising is recognized by these merchants as a part of their machinery for selling to their customers.

W.H. Black

Manager of Advertising
Butterick Building
New York City

F. H. RALSTON, Western Adv. Mgr., First Nat'l Bank Bldg., Chicago, Ill.

Ask Our Advertisers